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*Andrew Giersey*

Dated

14 September 2004

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1/77

# Request for grant of a patent

(See the notes on the back of this form. You can also get an explanatory leaflet from the Patent Office to help you fill in this form)

The Patent Office

Cardiff Road  
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NP10 8QQ

1. Your reference

P11134GBA/SSA/AH

11MAY04 E894845-4 002718

01/7700 0.00-0410389.1 CHEQUE

2. Patent application number

(The Patent Office will fill this part in)

0410389.1

3. Full name, address and postcode of the or of each applicant (underline all surnames)

BARCLAY, Duncan Hugh  
20, rue de Grenelle  
75007 Paris  
France

Patents ADP number (if you know it)

8707598001

If the applicant is a corporate body, give the country/state of its incorporation

4. Title of the invention

Improvements relating to Cross-Media Management Systems

5. Name of your agent (if you have one)

David Keltie Associates

"Address for service" in the United Kingdom to which all correspondence should be sent (including the postcode)

Fleet Place House  
2 Fleet Place  
London EC4M 7ET  
United Kingdom

Patents ADP number (if you know it)

04014502006

6. Priority: Complete this section if you are declaring priority from one or more earlier patent applications, filed in the last 12 months.

Country

Priority application number  
(if you know it)

Date of filing  
(day / month / year)

GB

0320775.0

4 September 2003

7. Divisionals, etc: Complete this section only if this application is a divisional application or resulted from an entitlement dispute (see note f)

Number of earlier UK application

Date of filing  
(day / month / year)

8. Is a Patents Form 7/77 (Statement of inventorship and of right to grant of a patent) required in support of this request?

Answer YES if:

- a) any applicant named in part 3 is not an inventor, or
  - b) there is an inventor who is not named as an applicant, or
  - c) any named applicant is a corporate body.
- Otherwise answer NO (See note d)

**Patents Form 1/77**

9. Accompanying documents: A patent application must include a description of the invention. Not counting duplicates, please enter the number of pages of each item accompanying this form:

Continuation sheets of this form

Description 90

Claim(s)

Abstract

Drawing(s)

84

10. If you are also filing any of the following, state how many against each item.

Priority documents

Translations of priority documents

Statement of inventorship and right to grant of a patent (Patents Form 7/77)

Request for a preliminary examination and search (Patents Form 9/77)

Request for a substantive examination (Patents Form 10/77)

Any other documents (please specify)

11. I/We request the grant of a patent on the basis of this application.

Signature(s) David Keltie Associates

David Keltie Associates

Date 10 May 2004

12. Name, daytime telephone number and e-mail address, if any, of person to contact in the United Kingdom

Anna Hamadyk

020 7329 8888

**Warning**

After an application for a patent has been filed, the Comptroller of the Patent Office will consider whether publication or communication of the invention should be prohibited or restricted under Section 22 of the Patents Act 1977. You will be informed if it is necessary to prohibit or restrict your invention in this way. Furthermore, if you live in the United Kingdom, Section 23 of the Patents Act 1977 stops you from applying for a patent abroad without first getting written permission from the Patent Office unless an application has been filed at least 6 weeks beforehand in the United Kingdom for a patent for the same invention and either no direction prohibiting publication or communication has been given, or any such direction has been revoked.

**Notes**

a) If you need help to fill in this form or you have any questions, please contact the Patent Office on 08459 500505.

b) Write your answers in capital letters using black ink or you may type them.

c) If there is not enough space for all the relevant details on any part of this form, please continue on a separate sheet of paper and write "see continuation sheet" in the relevant part(s). Any continuation sheet should be attached to this form.

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e) Once you have filled in the form you must remember to sign and date it.

f) Part 7 should only be completed when a divisional application is being made under section 15(4), or when an application is being made under section 8(3), 12(6) or 37(4) following an entitlement dispute. By completing part 7 you are requesting that this application takes the same filing date as an earlier UK application. If you want the new application to have the same priority date(s) as the earlier UK application, you should also complete part 6 with the priority details.

## IMPROVEMENTS RELATING TO CROSS-MEDIA MANAGEMENT SYSTEMS

The present invention relates to a system for cross-media management. It relates particularly, although not exclusively, to a cross-media management system suitable for use in newsroom management referred to hereinafter as "Control Tower".

### Introduction

Newsrooms have become increasingly complex over the past twenty years. In response to changing market conditions and the advent of what some call the "Information Age", many of today's media organisations are implementing "convergence" strategies. News organisations are "converging" previously distinct news operations and delivering multimedia news "packages" to audiences through a variety of distribution platforms: web, radio, TV, print, wireless. Advocates of this new multimedia "information" age argue that the synergies of convergence lead to better ways of serving the public interest, greater financial returns for individual media organisations, and innovative new ways of telling stories. The potential is certainly there. However, the challenge is avoiding chaos while implementing rapid changes to newsroom workflows and culture.

The Control Tower (CT) system assumes that media-independent workflow management is becoming increasingly necessary as many media organisations adopt a convergence strategy and begin the process of becoming what the 2002 Mudia Study<sup>1</sup> calls an "Information Engine" – that is, a media organisation developing stories across multiple media platforms.

Control Tower fills a gap during the pre-production period for the planning of multimedia content elaboration and distribution. No other production or planning system exists which incorporates online collaboration, unique assignment management features, contact databases, in a unique media-independent platform. Control Tower is the only true newsroom management system that manages the flow of information independent of the final medium chosen for diffusion.

That's because Control Tower provides a "media neutral" platform that allows editors to plan and build stories in any content format. Unlike other systems where finished products (whether a film segment, photo, or text stories) need to be managed directly into the system, Control Tower tracks/uploads the finished file, supporting any type of file extension (upload time varies according to file size). In this way, Control Tower serves its role as an overall tracking and planning device.

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<sup>1</sup> Aquino, R., Blerhoff, J., Orchard, T., Stone, M. (2002). *The European Multimedia Landscape*. Heerlen. Mudia.



This new approach provides a much needed solution for an industry trying to support multiple media formats. Working with tools designed to support specific media format, the news industry will be unable to support the various cultural changes prompted by convergence.

## Control Tower: Functionality

### General Overview

The aim of the Control Tower system is to give publishers a complete 'newsroom resource management' system for streamlining and organising editorial production. This newsroom management system will allow editors to manage both human resources and content production. By offering an ideal combination of collective and private tools, Control Tower facilitates information flow between newsroom teams, enables multiple media distribution scheduling and enhances personal time management. This helps facilitate the move into cross media operations, but does not exclude monomedia groups that are looking at improving newsroom practices.

Control Tower focuses on a part of the editorial processes ignored by most other newsroom systems: story development and resource management. Control Tower is not a content management system. Instead, it facilitates story development and resource planning and scheduling. Control Tower aims at being not only user friendly and intuitive, but also at providing flexible and customisable workflow options to adapt to the needs of different media organisations.

### Application Objectives

- Act as the "command and control" centre of the newsroom from which users may manage personal tasks, share and view information with/from other departments and media outlets, and organise upcoming coverage and shared resources (such as equipment and personnel requirements)
- Facilitate greater communication between different newsroom teams through collaborative features such as the shared StoryBudget, online conferences, and messages
- Centralise all information – assignments, files, team members, messages, sources – related to one story to organise story development in a "project"
- Incorporate personnel management tools for administering staff schedules, holidays, sick days and overtime as well as management reports on user activity

### The system:

- Improves collaboration between different newsroom teams
- Facilitates and coordinates cross-media publishing efforts
- Speeds up newsroom efficiency by centralising essential information

Control Tower has been designed to mirror the traditional editorial process: gathering and organising story ideas, assigning stories to appropriate journalists, and tracking deadlines. The centralisation of information, such as editorial contacts/new sources and personnel information, avoids duplication of data entry and allows the newsroom to generate powerful knowledge assets useful in creating future assignments. Constant, automatic monitoring of newsroom activity provides updates on story progress; personnel activity overviews provide editors with the information they need to make informed editorial decisions about story assignment. Editorial managers and staff plan and monitor content creation and distribution across a number of different media outlets, programs and editions. Control Tower's truly unique cross media viewpoint eases the transition into expanded multimedia operations and manages the flow of information in a way that traditional systems cannot.

Control Tower's "Client Administration" allows an administrator to tailor the Control Tower application to suit specific organisational requirements. Functionalities that can be tailored include: the naming and creation of programmes and editions, newsroom department structures, auto-archiving, time zone, categories and fields to enable classification of information, and metadata for files/content. The system provides the necessary tracking and centralisation of information to improve editorial decision-making in the newsroom.

The Control Tower is designed to help newsroom editors and journalists efficiently handle most planning and information sharing requirements associated with the production of editorial material while exercising better news judgement. The system helps them:

- to develop their ability to create enticing multimedia story packages
- to provide them with centralized and easily accessible information on all ongoing and planned news coverage efforts for all staff
- to enable the newsroom to create efficiencies under the growing demands of multimedia newsrooms

Based on the idea that innovations should work with the instincts of the newsroom, Control Tower places editorial planning and information management at the centre of new multimedia newsrooms. The next few sections explore the specific modules of Control Tower.

## Application Features Overview

Table 2.0 summarises the features that are available in the new Control Tower system. Features are compared to existing features in the current version of the Control Tower system (see columns "current feature" and "type". Note that terminology may change but underlying Application principles will remain the same.)

Module Components	Description	Shared /Personal		Current Feature	Type
		Personal	Shared		
StoryPLAN	Users plan content output for programs and editions	Personal		Assignments /Planners	Modification (Mod.)
My Agenda	Editors plan output and manage story development for specific editions/programs	Personal		New	New
Agenda	Newsroom staff view and add story suggestions to editor's agenda and editorial staff may modify another editor's agenda	Shared		New	New
Story Budget	Editors dynamically share, view, and transfer edition and program planning information contained in their My Agenda	Shared		New	New
Conferences	Editors solicit story angles from journalists	Shared		Conferences	Mod.
Events Planner	Users record and organise upcoming event coverage	Shared		New	New
Story Builder	Users manage all stories and assignments that they are working on	Personal		Assignments	Mod.
Story Details	Editors create and manage assignments and the "assignment team" shares story information including files, sources, messages, etc.	Shared		Assignments Details	Mod.
Assignment Spec	Editors fill in editorial brief and select content format; journalists are alerted to new assignment	Shared		Assignments Details	Mod.

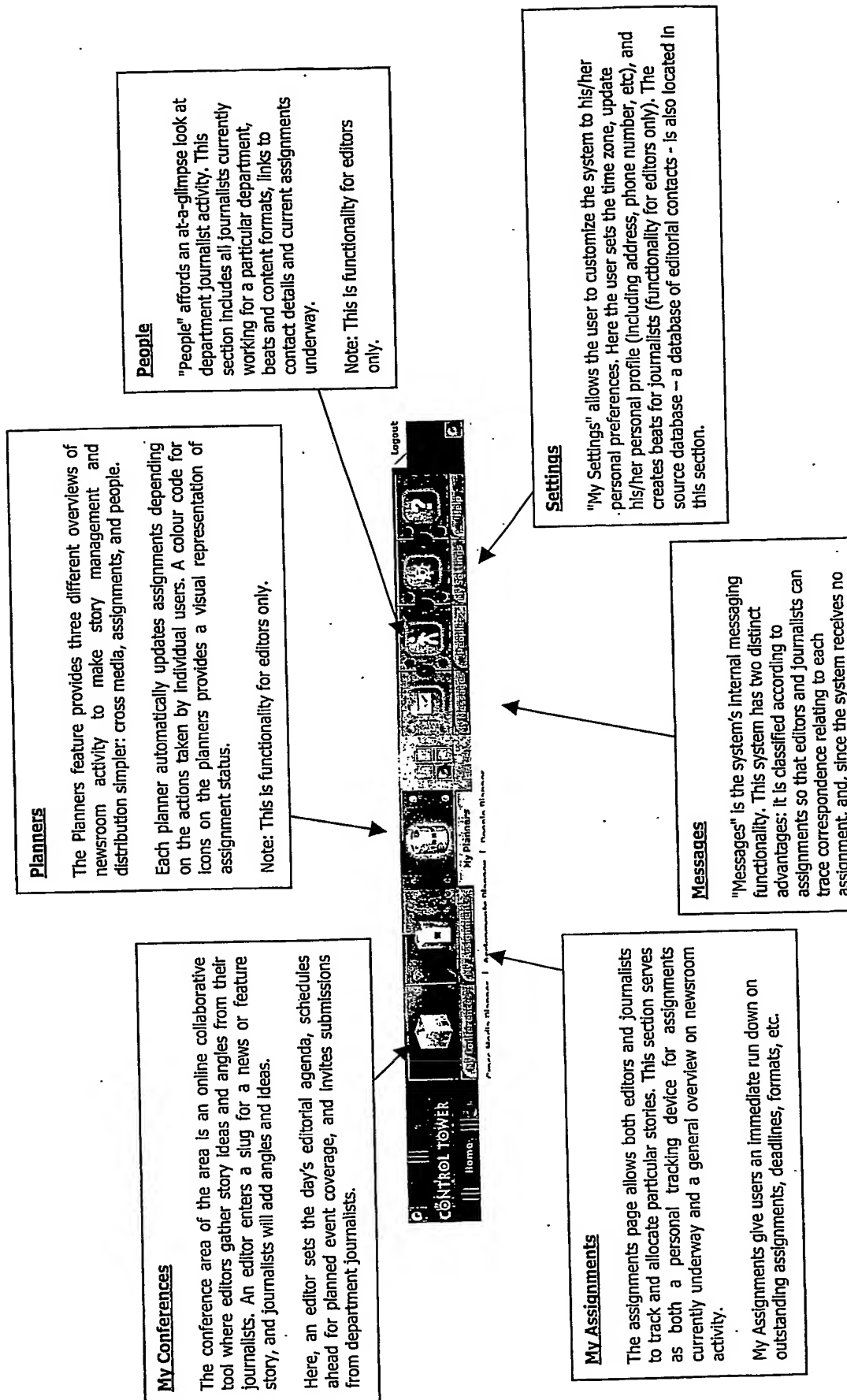
My Assignments	Users view all their running assignments by list	Personal	Assignments	Mod.
Assets List (to be renamed)	Users access content uploaded into CT to prepare for final production	Shared	New	New
Assignments Tracker	Users view running assignments by deadline + list view	Shared or Personal	Assignment Planner	Mod.
Topics Tracker	Users track ongoing newsgathering activity by topic covered	Shared	Story Tracker	Mod.
Media Planner	Users view running assignments scheduled for publishing/broadcasting by date + list view	Shared or Personal	Cross Media Planner	Mod.
Schedule Master	Newsroom activity and resource tracking	Shared or Personal		New
My Calendar	Users enter personal availability (i.e. appointments), holidays, and work related travel	Shared and Personal	New	New
People Tracker	Users track journalist and editor activity, view work load, and access availability information for newsroom staff	Shared	People/ People Planner	Modified
Booking Manager	Users manage shared resource scheduling	Shared	New	New
Newsroom Manager	Users manage collective or department specific appointments and meetings.	Shared	New	New
Source Bank	Users record source information files and notes	Shared or Personal	Sources	Mod
People PLAN	General staff contact and admin information	Shared	People	Mod
Personnel PLAN	Admin or HR manager may schedule staff for the work week, record hours worked, overtime, holidays, and work related travel.	Admin	New	New

Team Manager			People	Mod
Advanced Search	Users may search corresponding advanced search page to data related to each module in the system	Shared	Search	Mod.
Messages	Users may send messages related to assignments	Shared	Messages	Mod.
Determine Access Settings	User limits access over an item to specific users or departments	Shared	New	New
My Settings	Users manage personal Application settings	Personal	My Settings	Mod.
Application Language Selection	Select to view the application in English or French	Personal	New	New
Autoarchive Setting Selection	User sets autoarchive setting to determine length of time to elapse before completed articles are archived	Personal	Autoarchive settings	Mod.
Default View Setting Selection	User sets default views for planners (i.e. default to a particular media outlet, time view, etc)	Personal	New	New
Time Zone Setting Selection	User sets time zone to determine system time	Personal	Time Zone	Unchanged
Beat Creation Setting	User creates classification system for journalists	Personal	Beats	Mod.
My Profile	User updates personal contact information	Personal	My Profile	Mod.
CT Wizard	Client specific account information including users and structural set-up	Shared	Client Admin	Mod.

Create Departments	User creates departments by which to classify users in the system	N/a	Departments – Client Admin	Unchanged
Create Users	User creates and manages users in the system	N/a	Users – Client Admin	Mod.
Create Distribution Outlets	User creates and manages media outlets for the system	N/a	Distribution – Client Admin	Mod.
Session Time Out Setting	User sets maximum period of time to elapse before automatic system log out occurs	N/a	Time Out – Client Admin	Mod.
Source Type	Users enters source types by which to classify sources in the system	N/A	Source Types – Client Admin	Unchanged
System Admin	EPN manages trial account information for individual clients	N/a	System Admin	Mod.
Active Accounts	Add, modify, archive, or delete active accounts	N/a	Clients – System Admin	Mod.
Archived Accounts	View and restore archived account information	N/a	Clients – System Admin	Mod.
Trial Accounts	Create, view, and restores trial account information	N/a	Clients – System Admin	Mod.

## Application Overview

The following navigation bar is a screen capture from the first Control Tower system. The new Control Tower system is based loosely on this grouping of features but may have an entirely different looking interface. The application is organised by editorial workflow concepts: story & idea development (My Conferences), project management and task allocation (Assignments and Planners), personnel and contact management (People), communication (Messages)



## Application Functionalities

### Features for Story Development and Planning

#### StoryPLAN

This is the module used to plan editions and programs, share story budget information, and solicit ideas and participation from newsroom staff.

Control Tower's story planning module consists of:

- **My Agenda** - for storage and sharing of story ideas
- **Budget** - for edition/program planning
- **Conferences** – for increased participation and collaboration from newsroom staff
- **Topics** – for tracking of ongoing news stories
- **Events** – for preparation and planning of event coverage

#### My Agenda

Corresponds to **Stories** section in the current set up of CT (with the Area filter on Mine). See screenshot 2.0.

The **My Agenda** is a personal workspace where an editor prepares story lists for his/her department at a specific edition(s) or program(s). Journalists and other editors may submit story proposals for the department editor's review. This feature consists of a series of "folders" around which an editor and his staff organise story ideas:

- **Proposals** – where incoming story proposals from journalists or other editors are received (user has not yet decided to run with a Topic/Story; does not show up on **Story Budget**)
- **Stories** – where all stories that are being developed or that an editor may wish to develop later are stored
- **On Hold** – where stories that may be developed later or that are postponed until a later date are stored
- **Rejected** – where all stories that have been rejected from either proposals or stories end up

Editors are invited to "share" story ideas and one editor may add another editor's idea to his Agenda.

All users with appropriate access rights may access this page and organise coverage.

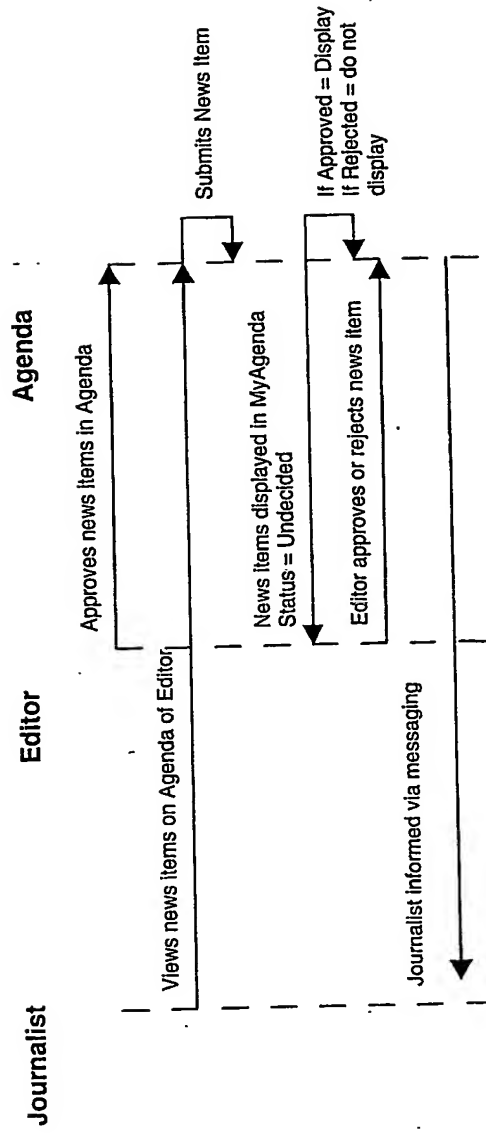


## Agenda

Corresponds to **Stories** section in the current set up of CT (with the Area filter on All) See screenshot 2.0.

The **Agenda** page is the **public** page where other users may view the editor's Agenda, editorial users in the same distribution outlet (i.e. edition or program) may modify another editor's agenda<sup>2</sup> and journalist users may submit news items for considered inclusion.

When a journalist user submits a news item the process is as follows:



Users working in the editor's edition/program and department may access this page.

## Story/Budget

Corresponds to a **view of the Stories** section with data selected in the Product and Date filters, i.e. view of the stories scheduled for a specific program/ edition. See Screenshot 2.0.

The **Story Budget** maintains a simple list of all stories scheduled to be published/broadcast on a given day. The list of stories is filterable by program/edition, date, and department.

<sup>2</sup> Note: this feature enables users to ensure accurate and timely publication/broadcast. It is assumed that the final production planning is more important than individual editor's agendas and would ensure that any editorial user (regardless of whether one editor is sick, gone home early, etc.) will be able to complete the production information.

## Conferences

The **Conferences** section enables editors to invite story from their journalists on a given topic. Submitted story proposals appear both on the conference page and in the Proposals folder of the Agenda so that the editor manages all story proposals in a similar way. See Screenshots 8.0 and 8.1.

## Topic Tracker

The new **Topic Tracker** section enables users to group stories around an overarching theme or topic. This will allow the newsroom to track coverage efforts for major stories over indefinite or defined periods of time like Parmalat, Presidential Elections, Atkins Diet, etc. See Screenshots 7.0 and 7.1.

## Events Planner

The new **Events Planner** maintains a list of all potential events to cover. These events will have been submitted either by editorial users (either journalists/editor) or by members of the external community so that no event will be missed. The simple list format will enable users to create "news diaries" (i.e. lists of the day's/week's events) so as not to miss upcoming events and the event details page enables story creation to facilitate organising the coverage of major events.

This is the events calendar that users utilise for planning upcoming event coverage, keep informed about news events occurring in the community, and submit events for upcoming coverage.

All users can enter events, and events will be private/shared (designated by a check box). Equally, a user may define further access rights. See screenshot 4.0.

Editors will be able to add events to their Agendas and begin organizing event coverage at any time. Events (=Topic) will be linked to stories, assignments, and conferences.

Events will be classified by newsroom, department, category and event type. Metadata is configurable from the Client admin (enabling the client organisation to create their own information fields and classification systems).

Event details (see Screenshot 5.0) include:

- Event Title (Slug)

- Department
- Category
- Location
- Date/Time
- Set Reminder
- Notes
- Created by
- Modified by
- People to contact (Sources – link to SourceBank)
- Assets
- Stories
- Messages
- Access Rights (defined, public, private?)

## Features for Project Management

Various Control Tower tools allow flexible handling of assignments. The project management component may incorporate greater overview facilities. The addition of and integration with calendaring features will result in more accurate and greater tracking of staff work schedules and personal and team availabilities for instance. An enhanced messaging component will enable rapid communication with newsroom staff and facilitates tracking of shared correspondence related to stories.

The project management component runs across several modules:

- **Story Builder** (Story Details, Create Assignments, Assignment Tracker, Media Planner, Assets)
- **Schedule Master** (MyCalendar, People Tracker, Newsroom Manager, Booking Manager) facilitates the scheduling of staff work and booking of shared resources
- **Message** – for rapid communication with newsroom users both inside and outside the newsroom
- **Contacts** (SourceBank, Team Manager) – to record and centralise contact details of staff and sources

## Story Builder

This is the assignment management module used to manage newsgathering activities, organise resources and obtain overviews on newsroom activity.

This module serves 4 purposes:

- The flexible handling of tasks, and assigning of work to the various teams
- The sharing of all assignment related information (including the storage of the final unedited content.)
- The ongoing access to at-a-glance views of editorial and newsgathering activities statuses (distribution schedules, assignment lists, etc.), allowing progress tracking
- The easy tracking of distribution schedules for the planned output across any existing outlet.

This module consists of:

- Story Details
- Assignment Spec
- Assignment Tracker
- Media Planner
- Assets List

## Story Details (see screenshot 3.0)

This is the story home page that an editor accesses from his personal workspace, **My Agenda**, by clicking on View Story. The purpose of this home page is to centralise all information related to the story and to give an overall view on the coverage being accorded a particular topic. Note that the Story Details page will be a dynamically updating page with frames. The basic information fields and repositories will remain the same, but the user interface (UI) will establish some kind of hierarchy of information to avoid the clutter.

All persons (Team Members) assigned to the story will be able to access the Story Details page.

All assignments related to the story (photo, text, graphic etc.) will show up grouped under a category called "Assignments". To create a new assignment an editor clicks "New Assignment" directly from this area on the Story Details page.

The Story Details contains the following information:

- Story – story title
- Description – description of the story
- Team Members – all the people working on the story. Upon assigning the story a link to **Schedule Master** will display the schedules of all tentative Team Members (Screenshot 3.2)
- Department- A link to **Media Planner** will show the planned distribution schedules of all running assignments associated with the Story Details (i.e. filtered by story)
- Assignments – shows all the assignments created for this story. Headers for this area will show deadline and content format. A link to **Assignments Tracker** will show the deadlines of all running assignments associated with the Story.
- Assets – files of any type uploaded into CT to be shared between participants + raw unedited final copy. (Screenshot 3.3)
- Messages – centralises all messages related to a particular story (Screenshot 3.1)
- Sources – all additional contacts used in connection with story (Screenshots 3.4 & 3.8)

### Assignment Spec (see screenshot 3.5)

Editors use this page to enter assignment details, assign a journalist to cover a particular aspect of a story, view journalist availability and schedule (optional) and set deadlines. Users can create multiple assignments associated with one story in any content format necessary.

Editorial users (i.e. those associated with the Story (=Team Members) may access the Assignment Spec page through a button [New Assignments] located on the Story Details page. Other team members may view the assignment, but will not be able to make any modifications.

The following information will be requested to create an assignment and will be entered from the Assignments page:

- Slug (prefilled)
- Content Format (prefilled)
- Journalist
- Deadline
- Brief
- Other journalist on location? (check box yes or no, if yes, specify and link to journalist details)
- Content asset positioning (especially needed for print)

All modifications and status changes made to the assignments will be kept in an ongoing object history. For example, 12/11/03, 1:30 pm Editor Bob Creates Assignments; 14/11/03, 4:31 am Journalist Jane Accepts Assignment. Tracking of this sort will enable management performance reports and will enable greater transparency between newsroom participants.

When a user is assigned to a story or task the incoming task or assignment is **bolded** on the Assignments page in order to indicate that new information has arrived which demands the users attention. The **bolding** will remain until the user has clicked "Accept" within the Assignment or Task details.

### **Assignment Tracker, Media Planner and Assets.**

Control Tower will incorporate several list- and calendar-style overviews designed to give users access to key information about different stages of the workflow: task lists (i.e. what they, or other users are to do), use of content/topics/stories across different media outlets or programs/editions, lists of content uploaded into the system organized by destined distribution outlet etc.

The exact views necessary will be identified as the user interface becomes more concrete to define form and function of the different views. The planners discussed in this document are views that are already considered important although the final implementation will need to be reviewed at a later stage.

Please note: navigation will be looked at carefully with relation to the planners. Current conditions for planner navigation are:

- Users will be able to click (perhaps on a hierarchical nav bar) on a specific media outlet or edition/program or departments
- A dynamically generated header at the top of each planner indicates what the user is looking at (e.g. Now viewing: EPN Times, News Department)
- Default settings for planners may be set by the user in their My Settings (note: this point may become irrelevant depending on our choice of navigation)

### **Assignments Tracker (see Screenshot 6.0)**

This is an overview of all assignments currently running that a user is working on. From this page newsroom users manage tasks, gain access to further assignment and story details, and may print off lists.

Users only view the assignments that they are working on in this section.

The goal of this page is to display all assignments currently running.

Users will have access to 4 different views: list-view organised by Story, list-view organised by content format, list-view of all their assignments currently in progress, and calendar view.

The first view of the Assignment Tracker will be organised by story, showing the Topics currently in production along with media asset and media asset status:

In this screenshot, the slug (=topic) is clearly displayed along with a summary of the treatment (= content type) of the topic.

The second view of the story will be used by the user to view different content element. By clicking on the Photo at the top of the column, the user will be shown a list of all photo elements in production, for instance.

The third view of the Assignments Tracker is an "all assignments" option to enable users to view a list of all their assignments currently in progress. We may wish to also have a Task option for miscellaneous types of assignments. This page will display a list of all story elements, assignments and tasks occurring. Users will be able to filter the information on this page by means of filters directly on the page. This overview will be similar to the Assignments page in the current CT system.

3/10/96

Story slug	Story status	Photo status	Graphic status
1. FALCON	Assigned	Proposed	In progress
2. OLD PLANES	Assigned	In progress	None
3. MAPLE	Assigned	Ready	None
4. KIDS PAINT	Assigned	Editing	None
5. ACCOMPLISH	Assigned	None	None

Headline: 1/1

NEWSSTOCK

Fields to be displayed on this page are:

- Story
- Content Format
- Deadline
- Status

Filters by:

- Assignment Status
- Content Format

The fourth possible view is the planner page from which users view running assignments by deadline arranged in a calendar view.

The table headers included will be:

- Story
- Media Outlet

- Program/Edition

Filters by:

- Department
- Media Outlet
- Program/Edition
- Assignment Status

### Media Planner (see screenshots 12.0, 12.1, and 12.2)

This is the page from which users view running assignments by edition/program scheduling (i.e. when they are scheduled for broadcast/publishing). This page will emphasise the ability to track topics/stories across different media outlets.

The table headers included will be:

- Story
- Media Outlet
- Program/Edition
- Filters<sup>3</sup> by:
- Department
- Media Outlet
- Program/Edition
- Assignment Status
- Content format

The calendar will be located on the right hand side of the page, whereas assignment titles, and header fields will be located on the left (the reverse of the current planner layout).

### Assets Lists (see screenshot 9.0)

This will be a list of all content assets uploaded into the system that users view by program/edition and may open the file directly from this page. It will distinguish content (i.e. raw copy) from files (i.e. background material).

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<sup>3</sup> Users may be able to set the default views on this page to automatically filter to specific edition/program or department



## Schedule Master

These calendar tools enable the recording of collective appointments and newsroom conferences activity, of personal commitments resulting in time-off and the tracking of individual staff work schedules, as well as equipment sharing and booking functionalities.

This feature has several important roles within Control Tower:

- Alert/remind users of important events/appointments (including contact reminders for sources)
- Enable editors to track journalist activity and identify times/dates when a journalist is available/unavailable for a story
- Enable resource sharing/scheduling
- Show tasks, deadlines and appointments like interview dates, conferences, meetings, and news events
- Enable administrators to plan staff work schedules

**Schedule Master** is composed of four different calendars:

- MyCalendar
- PeopleTracker
- Newsroom Manager
- Booking Manager

### MyCalendar (see screenshot 16.2)

MyCalendar enables users to manage personal appointments, holidays, and work related travel. This feature integrates with the People Tracker (for viewing staff availability), allowing ongoing updates on individual users' availability.

The feature also dynamically updates the central administrative calendar, Personnel PLAN, from which personnel managers can create staff schedules, administer holidays, and record sick day and overtime.

To add an event to their personal calendar, the user will click the "Add Event" button or doubling click on the appropriate date number in the calendar view.

Clicking the "Add Event" button will bring up the "Add New Event." Filling in the data fields on the "Add New Event" screen will add an event directly into the calendar.

Users will be invited to select from a “show time as” drop down enabling them to indicate inavailability during a particular period of time. (If time shown as “on holiday” or “busy” = not available, if “work related travel” or “out of office” = tentatively available).

Users assignments deadlines will also show up on their personal calendar.

#### Event Fields<sup>4</sup>

- Event Title (Slug)
- Department
- Category
- Location
- Date/Time
- Set Reminder
- Notes
- Created by
- Modified by
- People to contact (Contacts – link to SourceBank)
- Files

#### People Tracker (see screenshots 11.0, 11.1, and 11.2)

The People Tracker will feed off users personal calendars (My Calendar) in order to check staff availability / inavailability.

The PeopleTracker enables users to view the availability of individual newsroom users and assign them to stories. The PeopleTracker will feed off information from two areas of the application related to users:

- My Calendar (i.e. availability)
- Story Details (i.e. workload)<sup>5</sup>

This page will provide a list displaying various tasks (i.e. assignments) plus any appointments, holidays, or other scheduling information indicated in their personal calendars for multiple users. A link on this page will lead users to the personal calendar of individual users so that assigning editors may verify schedules.

The People Tracker will be filterable by the following:

---

<sup>4</sup> Note: these fields may be varied

<sup>5</sup> Note: These two types of Information may be combined into one view with two levels (i.e. first level = general for several users & second level = more detailed for one user)

- Event type (assignments, foreign assignment, holidays, appointments etc.)

- Department
- Media Outlet
- Program/Edition
- Story<sup>6</sup>
- Content Format
- Topic/Story

Status (i.e. holiday, available) to be determined by an outlook function such as: "Show time as:" filter + busy, free, etc. or in office out of office. Users will be able to indicate inavailability by:

- Indicating a personal appointment/interview/etc. and set it to show time as Busy
- Entering a holiday (time is considered as unavailable)
- Entering Work Travel (time is considered tentatively available)

### **Newsroom Manager**

The Newsroom Manager feature enables editorial managers and administrators to manage collective or department specific appointments and meetings.

This feature integrates with the personal calendar feature, MyCalendar, allowing ongoing updates on individual users' internal commitments.

The feature also dynamically updates the central administrative calendar, Personnel PLAN, from which personnel managers can create staff schedules, administer holidays, and record sick day and overtime.

### **Booking Manager (see screenshot 3.7)**

The **Booking Manager** calendar is used by an administrator or newsroom organiser to manage the organising and booking of shared resources such as cameras and other equipment/editing suites etc.

---

<sup>6</sup>Note: a button from the StoryBuilder [View team activity] will direct the user to the planner showing the schedules of all journalists/researchers/editors involved with the particular story.

Only a calendar administrator or several administrators (i.e. the person in charge of the newsroom resource/calendar) will have access rights to book equipment, but all newsroom users may send booking requests via the calendar.

The **Booking Manager** calendar indicates times when a particular resource is booked and times when it is available. Other users may view this information and may request to book the resource during a designated period.

Steps for sending a newsroom resource request:

- User chooses Newsroom Resource calendar from main calendar list
- User chooses specific newsroom resources (Camera, Journalist, etc)
- User submits a request to the administrator of calendar (or directly to journalist) to book the resources time
- The Request is sent to the request page of the calendar administrator with automatic information about the availability of the resource (i.e. available, already booked, etc.) who views Requests awaiting approval
- The calendar administrator may approve or reject the request

Note: the resource tracker should also enable users to check availability themselves in order to locate an appropriate time slot. They should be able to view the resource by hours, day, week, etc. and then send a request once they think they have located the appropriate time.

Also note that the ability to configure the calendars to define who receives/approves requests may be provided.

## **Messages (screenshots 14.0, 14.2, 15.0, 15.1, and 15.2)**

The Messages page centralizes all system communication regarding particular assignments. All users will have access to system messages, which will have the following functionalities:

- E-mail communication with any other system user
- Instant messaging with any other system user
- SMS text messaging with any other system user

Users may send messages from the Messages page or from the link in the StoryBuilder. Messages sent from the StoryBuilder page will be considered "public" and will be recorded on the shared StoryBuilder page. The designated recipient will also receive the message to his/her CT Messages inbox.

Automessages<sup>7</sup> will be generated and sent to appropriate users about the following:

- New user added to story
- You've received a New Assignment
- Assignment changes requested
- Assignment completed
- Assignment On Hold
- Editor X from Program/Edition X has added Topic to Agenda
- Editor X from Program/Edition X has added Assignment to Agenda
- Production deadline alerts
- Assignment deadline alerts

Note: This Messages page will be an optional module within Control Tower. Control Tower will be able to integrate with Microsoft Outlook (see "Integration with Outlook" section) and, in the event a client prefers, will rely on the Outlook product to handle all system messages rather than a specific CT messages section.

### **Source Bank (Screenshots 13.0, 13.1, and 13.2)**

The SourceBank is a searchable database of contacts and materials related to editorial news sources. On this page users add new contacts, search existing contacts, upload files and notes into source details, add notes about the source in the source details, and set source contact reminders (connected to Outlook or Newsplanner).

All source information (Contacts/Notes/Files) is public by default but may be kept private. Source contacts may be searched by the following criteria:

- Connection to particular assignments
- Alphabetical search (by name)
- Organisation
- Location
- Area of expertise
- Created by

All users will be able to add and view contacts.

---

<sup>7</sup> The client admin will be able to tailor which actions send out an automessage to avoid "spamming" users if they do not feel the automessages are useful.

## Features for Personnel Management

### People PLAN

Various Control Tower tools will allow the recording of key personnel information and the administrative management of personnel involvement in newsroom activities.

A central directory of staff contacts may be provided, together with a tool to schedule newsroom staff for the working week, to record hours worked, overtime, holidays, and work related travel.

### Personnel Plan

The Personnel Plan central calendar feature will enable an administrator to create "Work Shift" events, "Overtime" events, "Holiday" events or "Work Related Travel" events.

### People Manager (screenshots 16.0, 16.1, and 16.2)

The **People Manager** page is a searchable database of contacts including all system users (i.e. newsroom staff) and external contractors and freelancers (i.e. non-system users) who may be contacted for stories.

All users will be able to use this feature to view other newsroom staff. Users will be able to add new contacts - making them public or private – to the People page, but will not be able to grant the contacts access to the Control Tower system.

Users should have an alphabetical search option (as currently exists in the source database and as is standard in most address applications) at top of the page.

**People** will be searchable by the following criteria:

- User type
- Department
- Media Outlet (Edition/Program)
- Profile (keyword search in profile)
- Availability
- Location
- Content format

- Specialties
- Beats

Each user will have an active link to current and previous assignments worked on.

Editors will also be able to create a user access granting very limited access to external users such as freelancers. These users will be granted a limited user name/password that lasts as long as their assignment status is not "completed".

The user will first be informed by e-mail of the new assignment, and will be sent their activated login and password. When the user logs in, they will have access to an Assignments page where they will only be able to see the item that has been assigned specifically to them. They will be able to update the status of the item in the same way as other users, adding files, and filing the finished copy, but will not be able to see the work or information occurring in the newsroom.

Editors will be able to assign any freelancer entered into the system (entered in contacts) to an assignment. During the time that the assignment is not completed that user's account will be "active" at all other times, the freelance user will not have access to the system.

## Search & Retrieval of Information

Each module within Control Tower may have a corresponding search page. The Search module may consist of three pages:

- Central search page: simple keyword search that returns items regardless of type
- Modular search page (First page): filters at the top or the bottom and a list of items (i.e. "search in: Assignments, conferences, etc.")
- Modular search page (Second page): actual search page specific to each module- users choose the search criteria and then get the results

All users will be able to access the search functionality via a central search page and via individual module pages. The search will return items that are "public" or that the user has been authorized to view (including private items that the user has entered).

In addition, users may search for "live", "archived" or "deleted" items here. By default, the system searches through "live" objects.

## Access Rights to Objects (Screenshot 18.0)

Users will be able to determine access rights to objects in the system over which they have ownership.

Users may do this in two ways:

- Restrict access (viewing/editing rights) to individual users, departments or newsrooms
- Grant ownership over objects to other users

Each object in the system will have a button [set access rights]. A user will press this button and be presented with drop down with two options: "Define Access Rights" or "Grant Ownership".

When a user selects Define Access Rights, they are presented with a list of individual users or departments. By selecting either/or they can limit access (meaning other users can't see/modify/delete) the object.

When a user selects Grant Ownership Rights, he/she selects individuals from a drop down list. This enables the "receiver" (i.e. the person to whom ownership is being granted) to have full and equal ownership rights over an object as the object's creator. This functionality is to enable users to enter data on behalf of another user (in the case of editorial assistants, interns, etc.).

## My Settings (Screenshot 17.0)

This is the part of the application where users select system defaults and other settings to adjust them to personal preference.

### Application Language Selection

Users will be able to select from a number of languages (English, French, Spanish, German) on their My Settings page. Selecting a language from this page will automatically update the Control Tower interface and help text into the appropriate language.



## Autoarchive Setting

This page allows users to adjust their personal autoarchive settings. The autoarchive determines the length of time allowed to elapse before items are automatically archived.

The items that may be governed by autoarchive are the following:

- Conferences
- Stories/Topics/Assignments
- Messages
- Assets
- Contacts

## Default View Setting

This page allows users to set default views for planners based on the filters on each planner page.

Pages with default view settings are:

- Story Budget
  - Assignments Tracker
  - Media Planner
  - Schedule Master
  - People Tracker
- Home Page default setting (users may be able to select which page CT opens upon launching)

## Time Zone Selection Setting

This page allows users to set default time setting to update Control Tower system time.

## Beat Creation

Editors may create a classification system for journalists by beats. Client Admin may create these fields. These beats, then, should also be used for sources (i.e. so that a user could find sources associated with the education beat, or with the local politics beat). This field will remain optional in the system.

## My Profile

Users may modify their personal contact details and areas of specialty in My Profile.

## System Notification Alerts

Users select their preferred method of communication to be informed of important deadlines and assignment changes.

## Application Screenshots

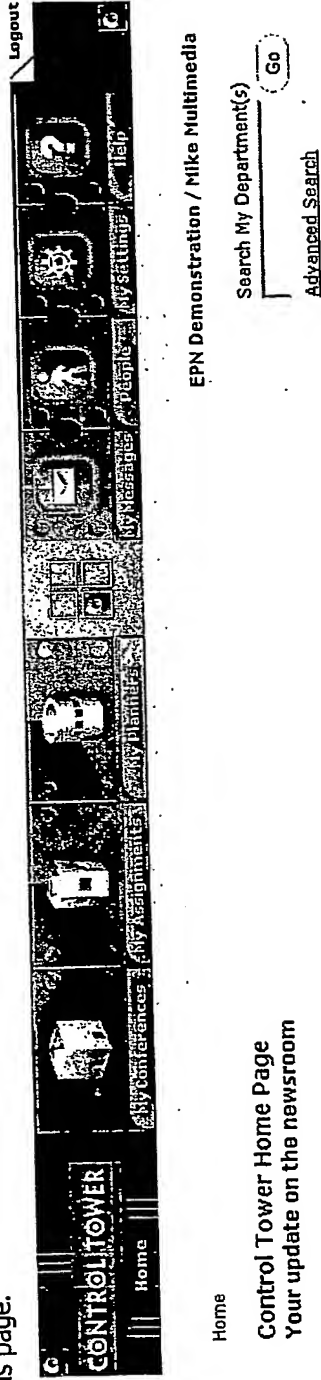
The following screenshots represent images from the new Control Tower system which incorporates the features described above. Note that the Control Tower interface will be undergoing changes, both from the previous version launched in November 2002 and from the interface presented in the following screenshots, in order to make Control Tower more user friendly and in keeping with industry norms.

Changes will include:

- Functionality will be grouped by feature and terminology will change
- Navigation bar will become smaller
- Filters will be rearranged and less intrusive
- Drag and drop
- Reduction of scrolling
- Addition of check boxes (i.e. reduce number of drop down filters)

### Screenshot 1.0 : Home Page

As in the old version, the home page will provide users with an automatic snapshot of all activity that has been occurring in the newsroom since the last time the user logged in. Important information relevant to the user, such as upcoming and current deadlines, new messages and new conferences are available on this page.



### Newsroom Update

Users may click on the links for new messages or conferences and be transported directly to view the new information

0 New Messages have been received

0 New Conferences have been started in your Department(s)

### Work in Progress

Here users are provided with a list of current assignments with an indication of the deadline, status (i.e. Stage of advancement) and department. Users may go directly to the assignment details by clicking on the assignment title.

All Progress  
In Progress  
In Progress

### Today's Deadlines

Here users have a breakdown of their tasks for the current day.

Assignment	Deadline	Department
MIDDLE EAST PEACE PROCESS/ INDEPTH - Political analysis/ stumbling blocks to peace	10/07/2003 11:33	Politics
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	13/07/2003 11:28	Politics
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	13/07/2003 11:29	Politics
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT - Look at the oil industry/ Has the industry changed?	13/07/2003 11:30	Business
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT - Look at the oil industry/ Has the industry changed?	15/07/2003 11:31	Business
MIDDLE EAST PEACE PROCESS/ INDEPTH - A day in the life/ Interviews with Palestinian/ Israeli women	16/07/2003 11:27	Politics

### Screenshot 2.0 Story List

An editor prepares story lists for his/her department at a specific edition(s) or program(s). Journalists and other editors may submit story proposals for the department editor's review. This feature consists of a series of "folders" (controlled by story status [seen here as status #2]) around which an editor and his staff organise story ideas:

- **Proposals** – where incoming story proposals from journalists or other editors are received
- **Stories** – where all stories that are being developed or that an editor may wish to develop later are stored
- **On Hold** – where stories that may be developed later or that are postponed until a later date are stored
- **Rejected** – where all stories that have been rejected from either proposals or stories end up

diana | Logout

Home News Events Assessments Proposals Confidential Active Completed Publishing Archived Public Private Search

Stories

Stories

Area All

Newsroom - any -

Department - any -

Status #1 Active

Status #2 - any -

Product - any -

Date - - - - -

Domain - any -

Topic - any -

Event - any -

Title	Author	Status	Product	Date	Domain	Topic	Event	View	Approve	Reject	Archive	Delete
Moscow train bombers	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
President Elections	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete
U.S. delegation in Iran	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
IFRA Exhibition	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete
Michael Schumacher	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
A double edged profit	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
For or Against the EU	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete
The collapse of the Euro?	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete
Music Theory	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
Diana's Story	Diana Stach	n/a						View	Approve	Reject	Archive	Delete
Spain blast	Kouber Saparev	n/a						View	Approve	Reject	Archive	Delete
Scientific Breakthrough	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete
Royal Scandal	Plamen Voutshev	n/a						View	Approve	Reject	Archive	Delete

### Screenshot 3.0: Story Details

Centralises all pertinent information for each story including publishing/broadcast date

Navigation links: Home, News, Events, Assignments, Topics, Conferences, Assets, Contacts, Messages, People, Resources, Settings, Administration

Stories > View Story

#### View Story

[Edit](#)

**Title** Moscow train bombers

**Description** Investigators in Moscow are searching for clues as to who was behind the bombing of an underground train which killed at least 39 people on Friday.

**Domains** News

**Topics**

**Newsrooms** EPN Times Newsroom

**Departments**

Name	Status #1	Status #2	Priority
EPN Times - News	Active	Pending	Normal
EPN TV - Business & Finance	Active	Pending	Normal
EPN Times - Sports	Active	Approved	Normal
EPN Times - Business	Active	Approved	Normal
EPN TV - News	Active	Approved	Normal
EPN Online	Archived	Pending	Normal

**Event**

**Products** EPN Times 09.02.2004

**Messages**

Priority	Message	Date/time	Creator
Normal	hello	09.03.2004 12:54	Plamen V
High	hello Minko	10.03.2004 15:02	Plamen V

Send to  with  Priority

[Online Messaging](#) | [View Logs](#)

**Team**

Name	Role
Diana Stech	Journalist
Kouber Saparev	Editor
Plamen Voushev	Editor

[Add Existing User](#)

**Assignments**

[Test Assignment](#)

[New Assignment](#)

**Assets**

[New Asset](#)

**Resources**

[Book](#)

**Contacts**

[New Contact](#)

**Stories**

[Link Story](#)

IPRA Exhibition

Spain blast

### Screenshot 3.1: Messages

SMS Messaging, instant "Chat" messaging and simple e-mail messages are tracked and recorded on story pages.

### Screenshot 3.2: Team

All staff who are working on the story or related assignments

### Screenshot 3.3: Assets

Background files and content. Any file type is supported (upload/download times vary).

### Screenshot 3.4: Contacts

Users may link stories, assignments, events, topics, or conferences to the contacts database to indicate that an editorial contact provided information for the story.

### Screenshot 3.6: Stories

Users may link stories to other stories in the CT system to provide further information/background about a given subject.

Navigation links: Home, News, Events, Assignments, Topics, Conferences, Assets, Contacts, Messages, People, Resources, Settings, Administration

Stories > Add Assignment

#### Add Assignment

**Title\***

**Description**

**Type**

**Deadline**

**Status**

**Newsroom**

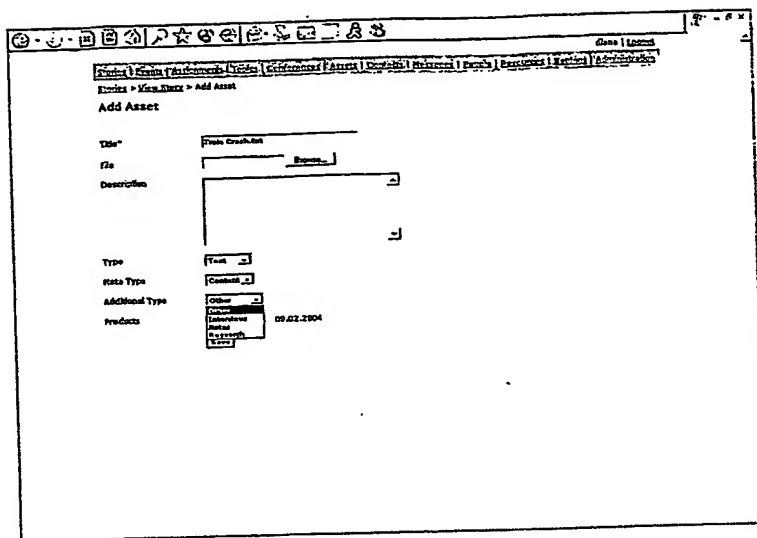
**Department**

**Products**

[Save](#)

### Screenshot 3.5: Creating new assignments

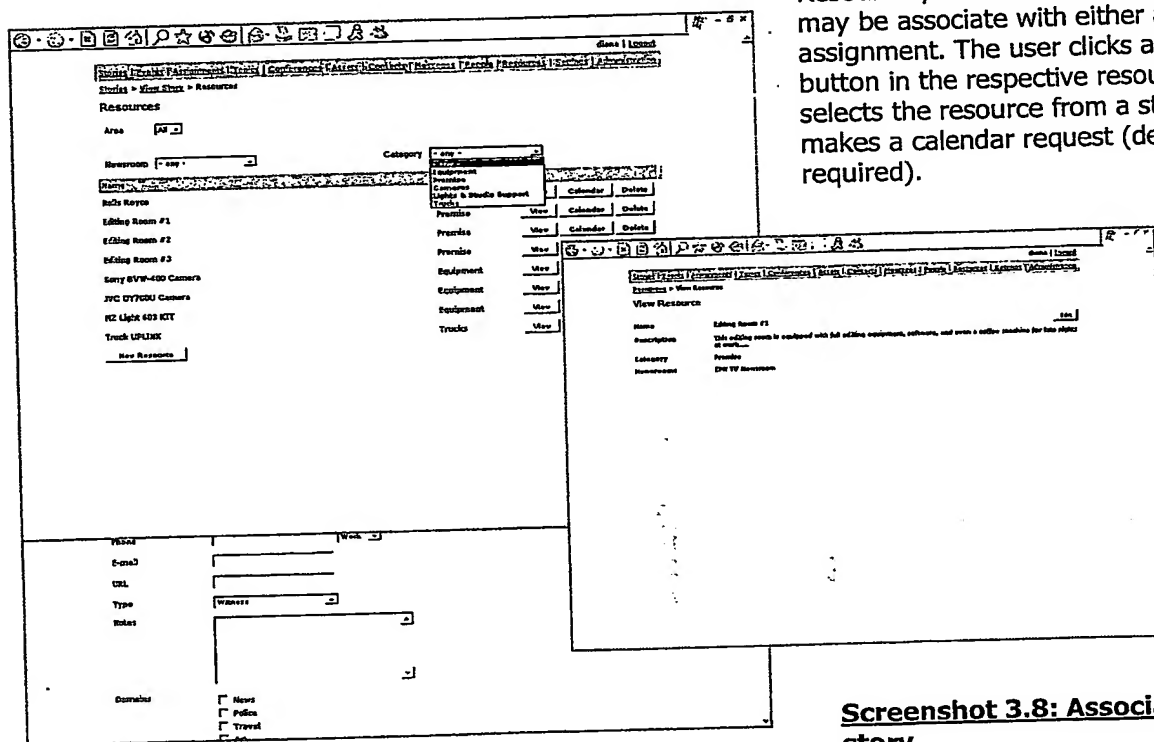
Assignments are created on the story details page to enable better tracking of story coverage and to facilitate sharing of resources, contacts, and assets (i.e. files). user will click the "New Assignment" button and fill out the appropriate fields to create a new assignment request.



**Screenshot 3.6: Associate assets with stories**

Assets may be added to the story details to enabling file sharing and reuse of research and notes by the story team.

Assets are classified into "files" (i.e. background materials) or "content" (i.e. material to be published/broadcast)



**Screenshot 3.7: Associate resources with a story**

Resources, like camera and other equipment may be associate with either a story, event, or assignment. The user clicks a the "Book" button in the respective resource section, selects the resource from a standard list and makes a calendar request (defining time period required).

**Screenshot 3.8: Associate contacts with story**

As with the first version of Control Tower, contacts (i.e. sources) may be associated with a story. The user selects the "add new contact" or "add existing contact" option from the Contacts section.

Contacts may be associated in the same way with assignments, stories, events, topics, a conferences.

### Screenshot 4.0: Event Lists/Calendar Views

The new event section maintains a list of all potential events to cover. These events will have been submitted either by editorial users (either journalists/editor) or by members of the external community so that no event will be missed. The simple list format will enable users to create "news diaries" (i.e. lists of the day's/week's events) so as not to miss upcoming events and the event details page enables story creation to facilitate organising the coverage of major events.

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[Stories](#) | [Events](#) | [Assignments](#) | [Topics](#) | [Conferences](#) | [Assets](#) | [Calendar](#) | [News](#) | [People](#) | [Resources](#) | [Settings](#) | [Administration](#)

Events

Events

Area

All

Newsroom

- any -

Department

- any -

Domain

- any -

Topic

- any -

Type

- any -

Status #2

- any -

From

-

to

-

Title	Date	Status	View	Approve	Reject	Delete
MILIA 2004	31.03.2004 00:00	Plamen Voushev n/a	View	Approve	Reject	Delete
Wimbledon Tennis	05.06.2004 05:00	Diana Stach n/a	View	Approve	Reject	Delete
SCAN Launch	25.02.2004 14:00	Plamen Voushev n/a	View	Approve	Reject	Delete
Football match	03.03.2004 10:10	Kouber Saparev n/a	View	Approve	Reject	Delete

New Event

## Screenshot 5.0: View Event Details

The event details page centralises all information pertinent to the event. As on the story details page there are messages, team, assets, resources and contacts, but also stories to enable forward planning of coverage.

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[Stories](#) | [Events](#) | [Assignments](#) | [Topics](#) | [Conferences](#) | [Assets](#) | [Contacts](#) | [Messages](#) | [People](#) | [Resources](#) | [Settings](#) | [Administration](#)

[Events](#) > View Event

### View Event

Title

MILIA 2004

Edit

Description

World Interactive Content Forum  
 TV, MOBILE, BROADBAND  
  
 Convergence of digital platforms and entertainment is fast becoming a reality. MILIA is the only global event for digital convergence bringing together the leaders of cross-media content from Entertainment, Internet, Mobile and Interactive networks.

Type

Conference

Start Date

31.03.2004 00:00

End Date

02.04.2004 00:00

Place/  
Street Address

PALAIS DES FESTIVALS

City

Cannes

Postal Code

State

Cote d'Azur

Country

France

Domains

News  
Business

Topics

Newsrooms

EPN Times Newsroom  
EPN TV Newsroom

Departments

Name	Status #1	Status #2
EPN Times - Sports	Active	Pending
EPN week	Active	Pending

### Messages

Priority	Message	Datetime	Creator

to  with  Priority

[Online Messaging](#) | [View Logs](#)

### Team

Plamen Voushev	n/a	<a href="#">Remove</a>
----------------	-----	------------------------

### Assets

Title	Type

### Resources

Resource	Start	End	Creator	Status

### Contacts

Name	Type			
Plamen Voushev	Witness	<a href="#">View</a>	<a href="#">Remove</a>	<a href="#">Delete</a>
John Petrucci	Expert	<a href="#">View</a>	<a href="#">Remove</a>	<a href="#">Delete</a>
J.S.Bach	Expert	<a href="#">View</a>	<a href="#">Remove</a>	<a href="#">Delete</a>

### Stories

Title	Creator		
Mobile Content Muscles Up	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Entertainment Meets Mobile	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
The Art of The Mobile Deal	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Next Generation Mobile Games	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Future of Mobile Games Distribution	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Will Broadband Content Pay?	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Measuring Audience Demand	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>
Evolving Strategies of Online Networks	Plamen Voushev	<a href="#">View</a>	<a href="#">Delete</a>



The assignments page lists all assignments that a user is currently working on. Direct links to story details page.

**diana | Logout**

---

**Navigation:** Home | About Us | Contact Us | News | Products | Services | Support | Administration

---

## Assignments

**Area:** All ▾

**Newsroom:** - any - ▾

**Department:** - any - ▾

**Product:** - any - ▾

**Date:** - ▾ | - ▾ | - ▾

**Type:** - any - ▾      **Status:** - any - ▾

Title	Type	Status	Action
Creating a new assignment	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Let's do a feature piece	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
le jugement de Juppé	Text	In Progress	<a href="#">View</a> <a href="#">Delete</a>
Write a Symphony	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Test Assignment	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Take photos from the trains	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Stop breathing	Photo	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Sure	Text	Not Started	<a href="#">View</a> <a href="#">Delete</a>
Task Assignment	Photo	Not Started	<a href="#">View</a> <a href="#">Delete</a>

The "Topic" section enables users to group stories around an overarching theme or topic. This will allow the newsroom to track coverage efforts for major stories over indefinite or defined periods of time like Parmalat, Presidential Elections, Atkins Diet, etc.

## Screenshot 7.1: Topics List Filters

The topics page is filterable by newsroom, department, and domain (i.e. category)

The screenshot displays the Joomla! 1.5.23 administrator interface for the 'View Topic' page. The interface is divided into several sections:

- Left Sidebar:** Contains navigation links for 'Status', 'Topics', 'Newsroom', and 'Department'. Below these are search and filter options, including a 'Domain' dropdown set to 'any'.
- Main Content Area:** Displays the 'View Topic' view for the 'Alain Juppé affair' topic. It includes a 'Status #1' dropdown set to 'Active', a 'Title' field, and a list of associated resources (e.g., 'Alain Juppé affair', 'Mars Missions', 'Mobile Content', 'Broadband Entertainment').
- Right Sidebar:** Contains a list of users (e.g., 'Alain Juppé', 'Mars Missions', 'Mobile Content', 'Broadband Entertainment') and a 'New Contact' button.

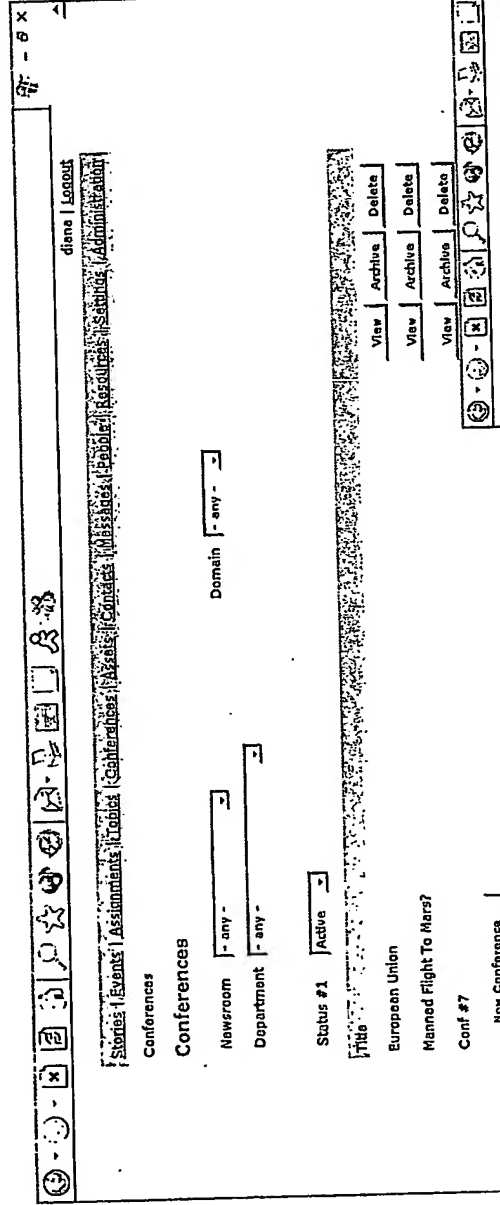
The page title is 'View Topic' and the URL is 'http://www.joomla.org/ViewTopic.php?id=1'. The page is rendered in a standard web browser window.

**Screenshot 7.2: View Topic**

The view topic page is identical to the “view events” page except for one difference: Topics cannot be associated with resources.

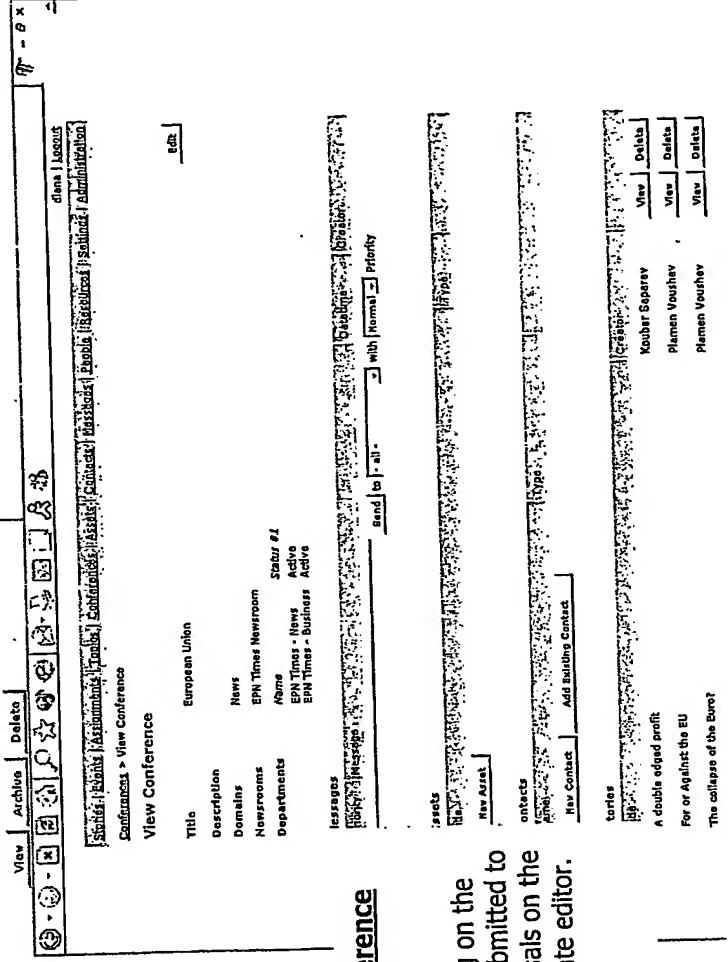
### Screenshot 8.0: Conferences

The Conferences page enables editors to call for story proposals and enable other users to suggest ideas for current and upcoming coverage.. Submitted story proposals appear both on the conference page and in the Proposals folder (i.e. status = proposal) of the story list page so that editors manage all story proposals in a similar way.



### Screenshot 8.1: Conferences List

The conference appears to journalists and editors. By clicking on view each user may view stories already submitted for the conference or may submit their own stories.



### Screenshot 8.2: View Conference Details

Users submit stories by clicking on the "New Story" button. Stories submitted to a conference appear as proposals on the story list page of the appropriate editor.



### Screenshot 10.0: Planners

Control Tower planners provide different overviews on newsroom activity to make story management and distribution simpler. These three planning views - cross media planner, assignments planner, and people planner - enable users to discern required information from the system.

Each planner automatically updates assignments depending on the actions taken by individual users (note: journalists may decline an assignment, accept [in which case the assignment is in progress], and indicate that the assignment is "ready"; editors may place an assignment on hold, request additional changes or accept the final copy). A colour code for icons on the planners provides a visual representation of assignment status. Clicking the icons take users to more detailed assignment information.

The screenshot displays the 'CONTROL TOWER' interface with a top navigation bar containing icons for Text, Photo, Video, Audio, Graphic, and Animation. Below this, the 'Assignments Planner' section shows a calendar for the week of 28/04/2003 to 04/05/2003. A table lists assignments with columns for day, date, time, and status. Arrows point from specific icons to detailed assignment information on the right, including 'ASIAN LEADER TACKLE SARS' and 'KASHMIR-GUN BATTLE'. The bottom right corner shows a 'Media Outlet' dropdown set to 'Any', an 'Assignment Status' dropdown set to 'default', and a 'File status' field set to 'N/A'.

### Screenshot 10.1: Time Views

Users may choose to view all assignments by hour, day, week, month, and year. Control Tower's calendar feature allows users to choose a particular month for viewing. (Interface will change)

### Screenshot 10.2: Information Filters

Allow users to filter information appearing on the page according to personal requirements. (Will be located at the top of pages in new

### Screenshot 10.3: Story Trackers

In the new CT system, assignments are organised around story "folders" and therefore do not required tracking.

### Screenshot 10.4: Colour-coded Icons

Colour-coded icons afford users an at-a-glance view of assignment status and stage of advancement.

### Screenshot 10.5: Department Overviews

User interface may be different on department overviews but functionality to distinguish

## Screenshot 11.0: People Planner

The people planner provides overviews of staff availability and vacation/out of town coverage so that assigning editors will enable editors to see who is "busy", "out of office", or "available". snapshot of staff activity. Direct links with the personal calendar will enable editors to see who is "busy", "out of office", or "available".

People Planner

People Planner  
Availability and current assignments of your Journalists

Story/Department/Information Filters

Planner Colour Code

30/06/2003 - 03/08/2003

Week 27 Week 28 Week 29 Week 30 Week 31

Journalist: Becky Backpacker

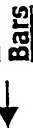
Calendar Time View: Monthly

Location: New York, United States

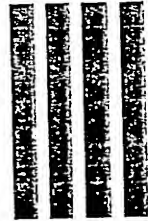
Beats: New York, United States

Details

## Screenshot 11.1: Colour-coded Bars



Indicate assignments or holidays/out of town coverage according to the colour of the bar. Users may get more precise details about an event by clicking on the appropriate bar.



## Screenshot 11.2: Details

The details button transports users directly to the contact and profile information of the journalist.

Name: Becky Backpacker  
Email: bbackpacker@epnworld.com

29, Eugene Eichenberger  
Address: Puteaux, 92000  
France

Office phone: 01 48 93 74 37 26  
Home phone: 01 57 38 26 37 46  
Mobile phone: 06 37 28 49 37 26  
Pager:

Fax: 01 48 37 26 39 37

Departments: Politics  
Business  
Sports

Beats:

Content Format: Text  
Audio  
Video  
Photo

Photos:

Location: Paris, France

My Profile:

The cross media planner tracks broadcast/printing schedules updating programming/edition managers and their production team. Note: files, department overview and story trackers are present on this page but are not shown in this example.

**CONTROL TOWER** | Home | My Conferences / Assignments Planner | People Planner

---

Cross Media Planner  
**Cross Media Planner**  
 Running and programming times for assignments  
[Story/Department/Information Filters](#)

Plantar Colour Code

14/07/2003 - 20/07/2003

Mon 14/07	Tue 15/07	Wed 16/07	Thu 17/07	Fri 18/07	Sat 19/07	Sun 20/07
<b>&lt;&lt; Week 29 &gt;&gt;</b>						
<div style="float: right;">Time View: <span>Week</span></div> <div style="clear: both;"></div>						
<div style="text-align: center;">Calendar    Program/Edition    Assignment</div>						
<div>Media Outlet → EPN Times    Sunday Edition</div>						
MIDDLE EAST PEACE PROCESS/ INDEP A day in the life/ I with Palestinian I						
EPN Times    Sunday Edition						
MIDDLE EAST PEACE PROCESS/ INDEP A day in the life/ I with Palestinian I						
EPN Times    Saturday Review						
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT Look at the oil industry changed?						
EPN TV    Good Morning London						
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT Look at the oil industry changed?						
EPN.com    Morning Update						
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT Look at the oil industry changed?						
EPN.com    Morning Update						
OIL PAKISTAN / TOTAL (FRANCE)/ CONTRACT Look at the oil industry changed?						
EPN.com    Afternoon						
MIDDLE EAST PEACE PROCESS/ INDEP						

The cross-media planners allow for a classification of programming and edition information by general media outlet (a specific TV station or newspaper) and then by program or edition (i.e. the various programs and editions that a particular media outlet operates) ensuring the users may quickly filter and sort information on this page to hone in quickly on what they need.

**Screenshot 12.2: Colour-coded bars**

Bars colour-coded according to assignment status. Users may click on the bar to access assignment details.

## Screenshot 13.0 Contacts Database

The Contacts Database shares and centralises information about editorial contacts. The contacts database is integrated with story, event, conference, assignment, and topic details, listing expertise for each contact. All sources may be shared or kept private.

Contacts Database

Contacts

Area:  All

Newsroom:  any

Department:  any

Domain:  any

Type:  any

Status #1:  Active

Name	Area	Newsroom	Department	Domain	Type	Status #1
Plamen Vourchev	Witness					View   Archive   Delete
John Petrucci	Expert					View   Archive   Delete
J.S. Bach	Expert					View   Archive   Delete
Lucifer	Professional organization					View   Archive   Delete
Maria Maria Amar	Government source					View   Archive   Delete
Juan Carlos	Government source					View   Archive   Delete
Francisco Terregas	Witness					View   Archive   Delete
Frederic Chopin	Expert					View   Archive   Delete
Isht	Witness					View   Archive   Delete
New Contact						

## Screenshot 13.1: Contact List

Maintains a centralised list of editorial source contacts. The page is filterable by a number of criteria (newsrooms, departments, domains, type) and by alphabetical order.

Contacts Database

Contacts

Area:  All

Newsroom:  any

Department:  any

Domain:  any

Type:  any

Status #1:  Active

Name	Area	Newsroom	Department	Domain	Type	Status #1
Plamen Vourchev	Witness					View   Archive   Delete
John Petrucci	Expert					View   Archive   Delete
J.S. Bach	Expert					View   Archive   Delete
Lucifer	Professional organization					View   Archive   Delete
Maria Maria Amar	Government source					View   Archive   Delete
Juan Carlos	Government source					View   Archive   Delete
Francisco Terregas	Witness					View   Archive   Delete
Frederic Chopin	Expert					View   Archive   Delete
Isht	Witness					View   Archive   Delete
New Contact						

## Screenshot 13.2: Contact Details

Users enter key information about editorial contacts. Notes and file uploading is available so that journalists may keep track of interview notes and other information.

Name: John Petrucci  
Status #1: Active



Control Tower's internal e-mailing system enables rapid communication with the entire newsroom by providing instant access to all users in the newsroom. This e-mail system is organised by assignment to keep all relevant information together as it tracks, archives and stores messages related to assignment, stories, topics, events, and conferences. The system also enables SMS message sending and online messaging.

Centralised message system tracks all messages relating to a user. Context (i.e which assignment, which story, etc.) is indicated.

### **Screenshot 14.2 : Sending a message**

Users type message, select recipients, and choose priority. Messages will be sent to appropriate users.

**Note: a user may send to individual users, departments, or newsrooms.**

## Screenshot 15.0 : Instant Messages

Instant messages are organised around "channels". Channels may be automatically generated by the system (in the case of events, assignments, stories, topics, and conferences) or created by the users to facilitate discussion of a particular project.

The screenshot displays the 'Instant Messages' window. At the top, a status bar indicates 'You are Online'. Below this, a list of channels is shown, including 'Control Tower', 'Moscow train bombers', 'Test Channel', 'MILIA 2004', 'SCAN Launch', 'My Vacation', 'Today's Politics', and 'Wimbledon Tennis'. The 'Moscow train bombers' channel is selected, and its details are shown in the main pane. The channel name is 'Moscow train bombers', and it was created on '09.03.2004 13:45'. The channel description is 'Moscow train bombers'. The channel is currently active, and the user 'Diana Stach' is listed as a member. The channel's history shows a message from 'Diana Stach' at '09.03.2004 13:51' stating 'Moscow train bombers has joined the channel.' The channel's settings are also visible, including 'Join', 'View Logs', and 'Delete' buttons.

**Screenshot 15.1: Viewing a conversation**

Users can view older messaging conversations by selecting "view logs" and choosing to view a specific log (i.e. record of conversation).

The screenshot shows the 'View Session' window for the 'Moscow train bombers' channel. It displays a list of messages, including a message from 'Diana Stach' at '09.03.2004 13:51' stating 'Moscow train bombers has joined the channel.' The window also includes a search bar and a list of channel members.

## Screenshot 15.2: Joining a channel

Users join a channel when they are interested in joining a discussion about a particular topic. A users will click the "join" button and a messaging window will pop up. Users communicate via the messaging window.

Control Tower centralises staff information and enables users to view other users personal calendars (varying access rights apply),

[illegible][illegible]

### Screenshot 16.1: Viewing User Details

All essential contact information – e-mail, telephone number, mobile, and pager – is centralised in the Control tower system. Additional information such as departments, areas of speciality and content formats worked in are also available.

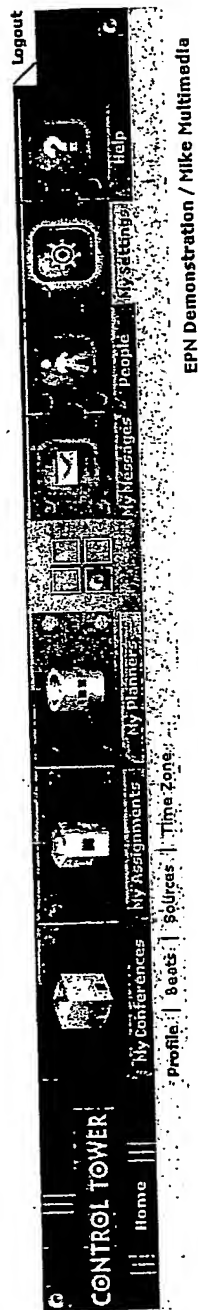
### **Screenshot 16.2: Viewing Personal Event Calendar (MyCalendar)**

Users click on Calendar to access appointment information such as out of town coverage, holidays, interviews, etc.

**Access rights and views vary.**

### Screenshot 17.0: My Settings

Allows users to customise Control Tower. This section includes the "personal profile", "beats", customisable views, language settings, and time zone.



Profile

#### Mike Multimedia Personal Contact Details

Name: Mike Multimedia  
Email: mmultimedia@epnworld.com

Address:

Office phone:

Home phone:

Mobile phone:

Pager:

Fax:

Departments: News  
Politics  
Business

Photo:

## Screenshot 18.0: Access Control

Users can define viewing and editing rights over objects that they have created. Viewing/editing rights may be limited to specific users, departments, or newsrooms. Objects may also be kept private. All major entities in the system enable this control.

**Navigation Menu:** Stories | Events | Assignments | Topics | Conferences | Assets | Contacts | Messages | People | Resources | Settings | Administration

**View Contact**

**Contact Details:**

- Title: Mr.
- Name: John Smith
- Job Title: Labourer
- Street Address: [Empty]
- City: [Empty]
- Postal Code: [Empty]
- State: [Empty]
- Country: United Kingdom
- Phone: (Work)
- E-mail: [Empty]
- URL: [Empty]
- Type: Witness
- Categories: News, Police, Art
- Newsrooms: EPN Times Newsroom, EPN TV Newsroom
- Departments: EPN Times - News, EPN Times - Sports
- Security: ☐ Private ☐ Access

**Access Control Table:**

Name	Type	View	Edit	Remove
All	All	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="button" value="Remove"/>
Diana Stech	User	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="button" value="Remove"/>

**Buttons:** Add, Edit, Save

**Footer:** NEXPO - Microsoft Internet Explorer | The Convergence... | Archived | Control Tower Fu... | Control Tower (or...) | Access Control... | 13:55

## **Client Admin (see screenshot 19.0)**

This is the module where a client administrator may manage the client account.

## **Manage Newsrooms (see screenshot 20.0)**

This is an administration functionality, which allows client administrators to set newsroom structure. Newsrooms are associated with individual users and Products (i.e. media outlets).

## **Manage Departments (see screenshot 21.0)**

This is an administration functionality, which allows client administrators to set newsroom structure. Departments are associated with individual users and media outlets.

## **Manage Products (screenshot 22)**

This feature allows an administrator to create and manage distribution outlets. A client administrator will create programs/editions/updates for the various media holdings of the client organisation.

These programs/editions/updates have the following characteristics:

- Attached to specific users
- Associated with particular departments
- Associated with particular newsrooms

## **Manage Users (see screenshot 23.0)**

This is an administration functionality, which allows client administrators to manage newsroom users. The user module will consist of two divisions:

- Individual users
- User groups

The individual user page will be where the administrator creates new system users and modifies existing users.

The user groups page will enable client administrators to tailor security settings and access rights of user groups to match the working culture in the organisation's newsroom. This will enable increased flexibility in the system.

The system will come configured with the following user groups.

- Chief Editor
- Administrator
- Editor
- Journalist
- Subeditor/Copy editor
- Freelancer
- Guest

The client administration of client organisations will be able to define new groups and modify the characteristics of these existing groups.

User groups will be based on the following requirements:

- A client administrator may create any combination of groups and users at any point
- Users can belong to two or more groups
- Access rights can be assembled (e.g. both a journalist and a researcher)
- To make changes to access rights, a central administrator will modify the groups
- Administrator may control access to items and grant/prevent access to particular users

### **Manage Categories (screenshot 24)**

User creates classification systems for stories, events, topics, contacts.

### **Resource Categories (screenshot 25)**

Resource categories are used to classify newsroom equipment so that users may quickly filter equipment lists to find the type of resource that they need (e.g. cameras, laptops, audio equipment, etc.)

### **Personal Event Types (screenshot 26)**

Personal Event Types are used to classify events on the My Calendar so that users may filter event lists to manage major event types (e.g. Interview, assignment deadlines, personal appointment, etc.)

### **Event Types (screenshot 27)**

Event Types categories are used to classify events on the Events Planner (news calendar) so that users may filter event listings to the event type they are looking for (e.g. sporting event, press conference, announcement, new legislation etc.).

### **Category #1, 2 & 3 (screenshots 28-30)**

Metadata used for classifying and retrieving files in the system is completely customisable. Three separate fields enable administrators to enter criteria by which to file information.

### **Status (screenshot 31)**

Asset statuses control the workflow process as department editors, copy editors, and chief editors "pass" the content through the editorial workflow.

### **Session Time Out**

Session time out (i.e. period of time allowed to elapse before a user is automatically logged out of the application) is customisable by an administrator.



## Source Types

This is an administration functionality, which allows client administrators to set source types. Source Types are associated with sources.

## Active Accounts (System Admin)

This is the section by which all active clients are managed.

An account will consist of the following information:

- Client Details
- Accounting contact
- Billing address
- Telephone number
- Freetype notes field
- Created by
- Modified by
- File upload (to maintain copy of the contract or other correspondence with the client)

On a per client basis it is possible to set limits on:

- Amount of storage/disk space
- Users

Also on a per client basis, it is possible to create and maintain Media Outlet information from the System Admin. The client administration of Control Tower will be able to add/modify programming/edition schedules but will not be able to add or modify Media Outlets.

## Archived Accounts (System Admin)

Archived accounts (i.e. inactive) will be maintained in the system admin on the application. System administrators will be able to search and reactivate archived accounts.

### **Deleted Accounts (System Admin)**

Deleted accounts will be maintained in the system admin on the application. System administrators will be able to search and undelete deleted accounts.

### **Trial Accounts (System Admin)**

This is the section where trial versions of the system for sales and marketing purposes can be created. A trial account lasts for a set period of time (the time period may be defined) and grants a potential client or sales person with access to the CT system.

Preinstalled users and information will be loaded into the system and a unique username and password will be granted to a potential client allowing them to access the application. Users requesting a trial period will be added to the account via the system admin and accounts will automatically expire disabling all username and passwords associated with the account.

### **Messages (System Admin)**

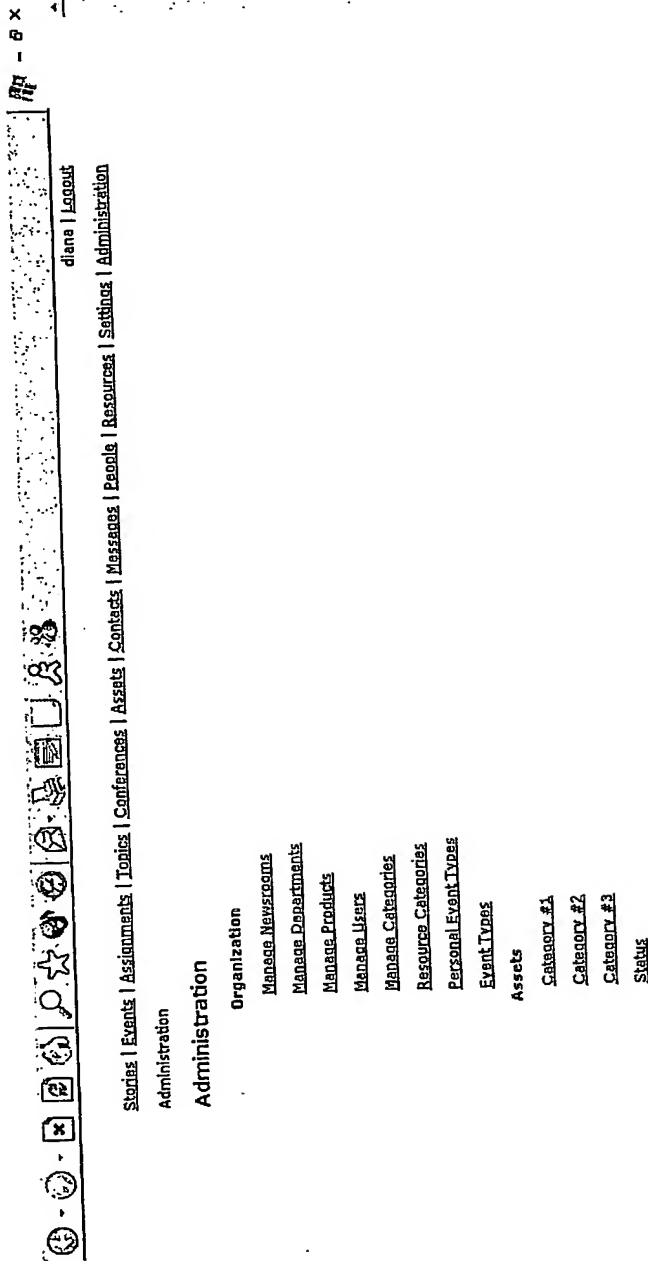
This feature allows messages to be sent to selected system users at each client organisation to pitch system upgrades, warn of application updates etc.

This system will provide a simple e-mailing functionality similar to the Messages on the front end of the CT application.

# Administration Screenshots

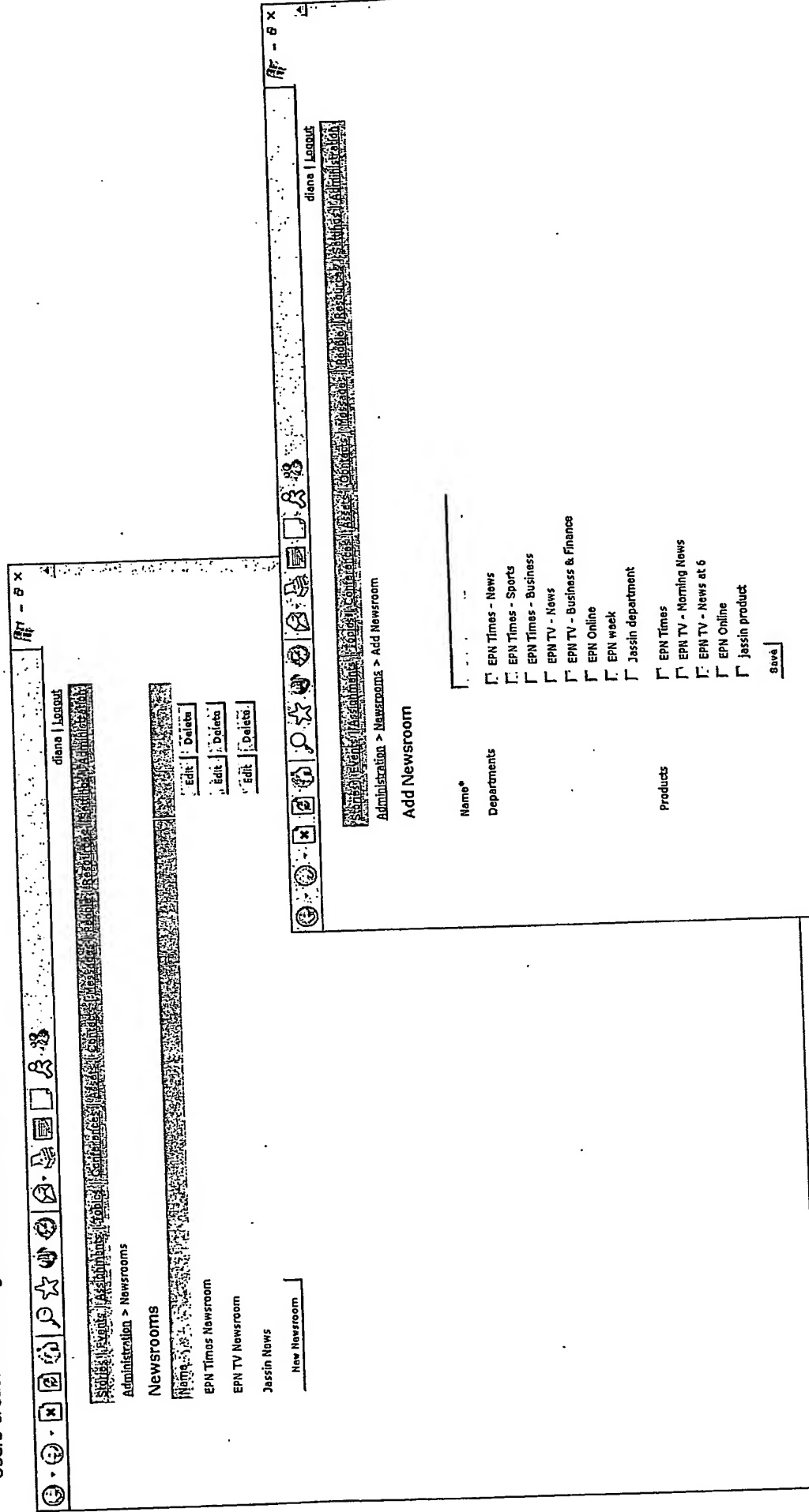
## Screenshot 19.0: Administration & System Configuration

The client administration part of the Control Tower customises to the application to the client organisation. Newsroom structure, programs users, and other customisable options used for classifying information in the system are available to administrative users.



### Screenshot 20.0: Manage Newsrooms

Users create an manage newsrooms here. Newsrooms are associated with departments and products.



## Screenshot 21.0: Manage Departments

Users create and manage departments here. Departments are associated with newrooms and products.

Navigation icons

Navigation menu

- Home
- Administration
- Departments
- Newsrooms
- Products
- Users
- Settings
- Help

Header

- Home
- Administration
- Departments
- Newsrooms
- Products
- Users
- Settings
- Help

Administration > Departments

Departments

Name*	Edit	Delete
EPN Times - News	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN Times - Sports	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN Times - Business	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN TV - News	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN TV - Business & Finance	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN Online	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
EPN Week	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>
Jassin department	<input type="button" value="Edit"/>	<input type="button" value="Delete"/>

Add Department

Name\*

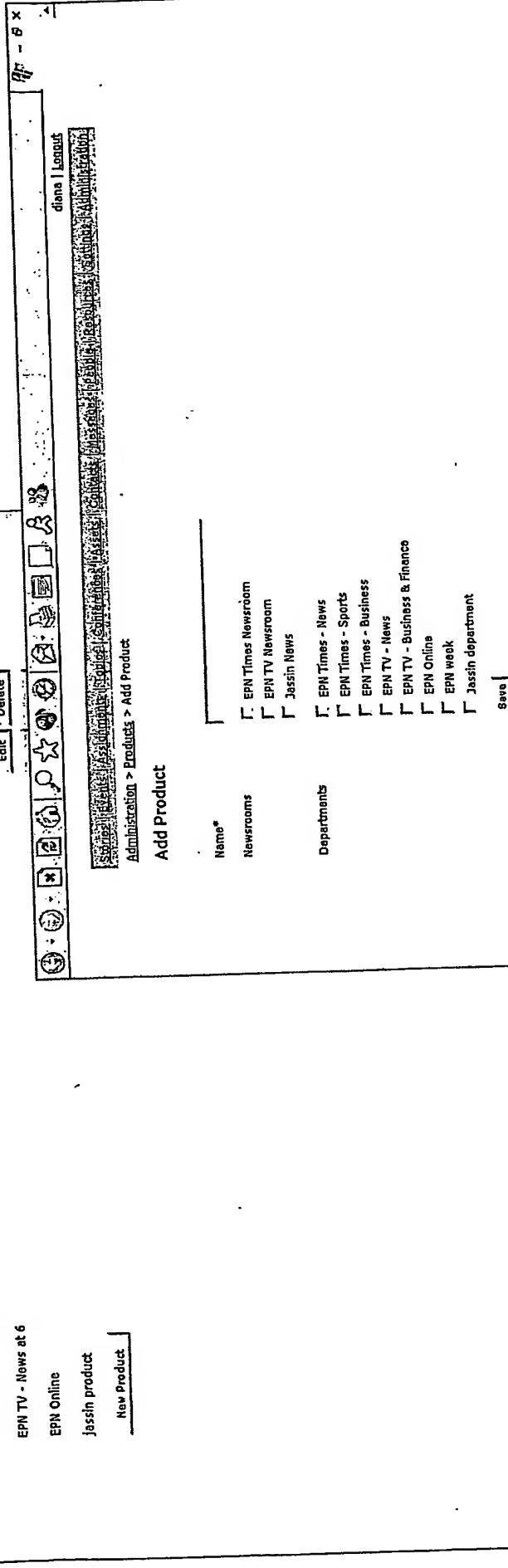
Newsrooms

- ☐ EPN Times Newsroom
- ☐ EPN TV Newsroom
- ☐ Jassin News

Products

- ☐ EPN Times
- ☐ EPN TV - Morning News
- ☐ EPN TV - News at 6
- ☐ EPN Online
- ☐ Jassin product

Users create and manage products (i.e. media outlets) here. Products are associated with newsrooms and departments.



### Screenshot 23.0: Manage Users

Administrator creates and manages users here. Users are associated with newsrooms, departments, and products.

**Users**

Name	Edit	Delete
kouber	<a href="#">Edit</a>	<a href="#">Delete</a>
plamen	<a href="#">Edit</a>	<a href="#">Delete</a>
diana	<a href="#">Edit</a>	<a href="#">Delete</a>
jwelbel	<a href="#">Edit</a>	<a href="#">Delete</a>
blassin	<a href="#">Edit</a>	<a href="#">Delete</a>
guest	<a href="#">Edit</a>	<a href="#">Delete</a>

**New User**

**Personal Information**

Title: \_\_\_\_\_

Name: \_\_\_\_\_

Job Title: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_

Postal Code: \_\_\_\_\_

State: \_\_\_\_\_

Country:

Phone: \_\_\_\_\_

E-mail: \_\_\_\_\_

URL: \_\_\_\_\_

**Professional Information**

Primary Content Format:

Username: \_\_\_\_\_

Password: \_\_\_\_\_

Password (confirm): \_\_\_\_\_

**Newsrooms**

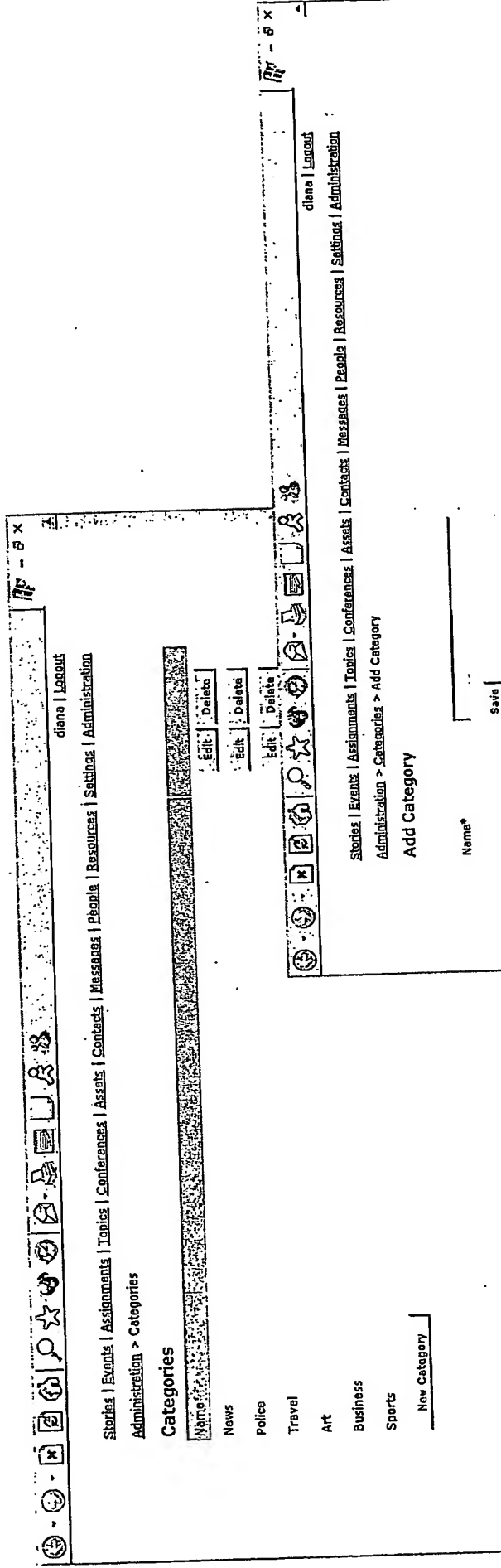
☐ EPN Times Newsroom ☐ EPN TV Newsroom ☐ Jassin News

**Departments**

☐ EPN Times - News ☐ EPN Times - Sports ☐ EPN Times - Business ☐ EPN TV - News

# Screenshot 24.0: Create Categories

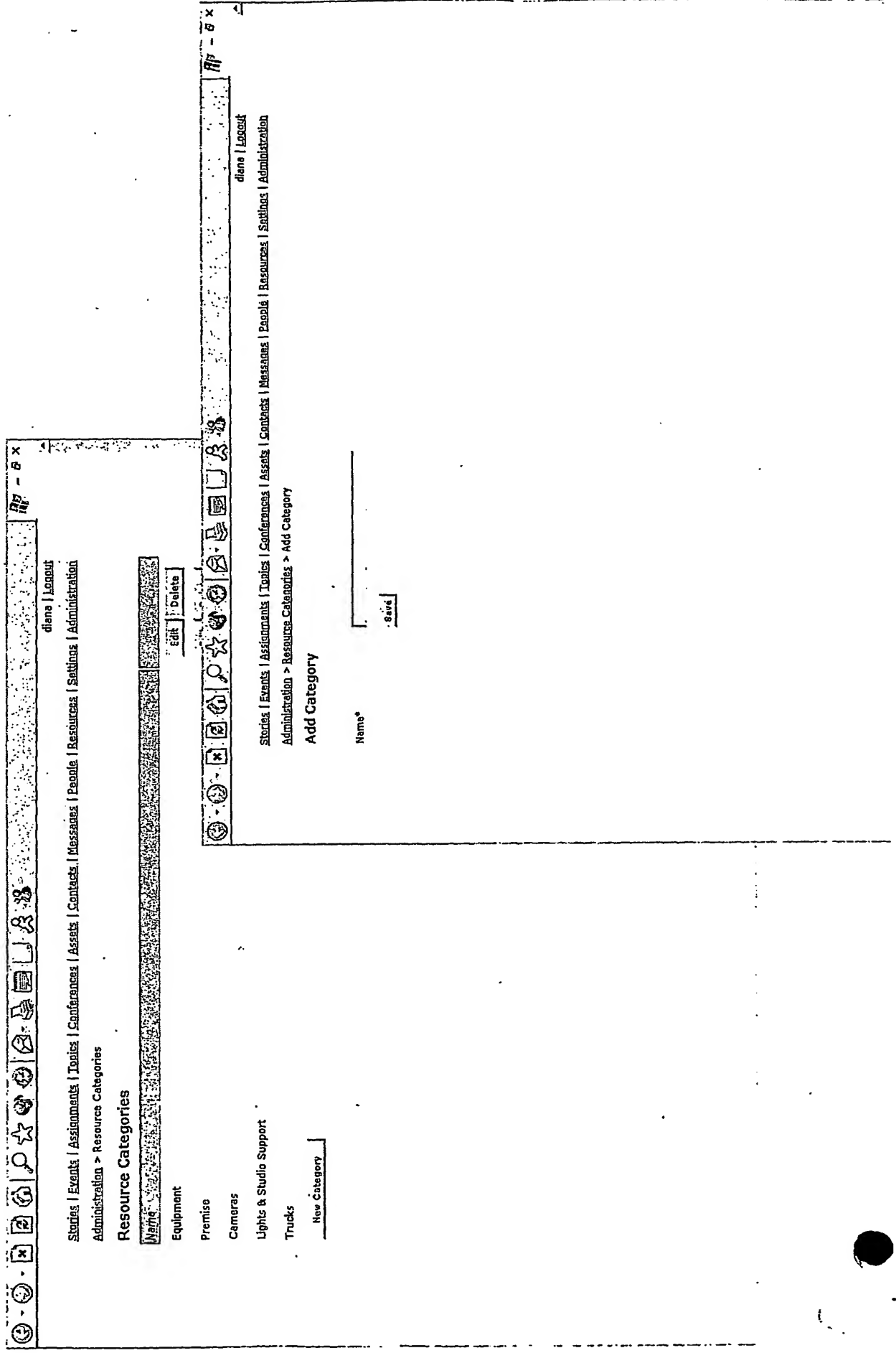
Administrator creates and manages categories here. Categories are used to classify stories, events, topics, contacts, and people.





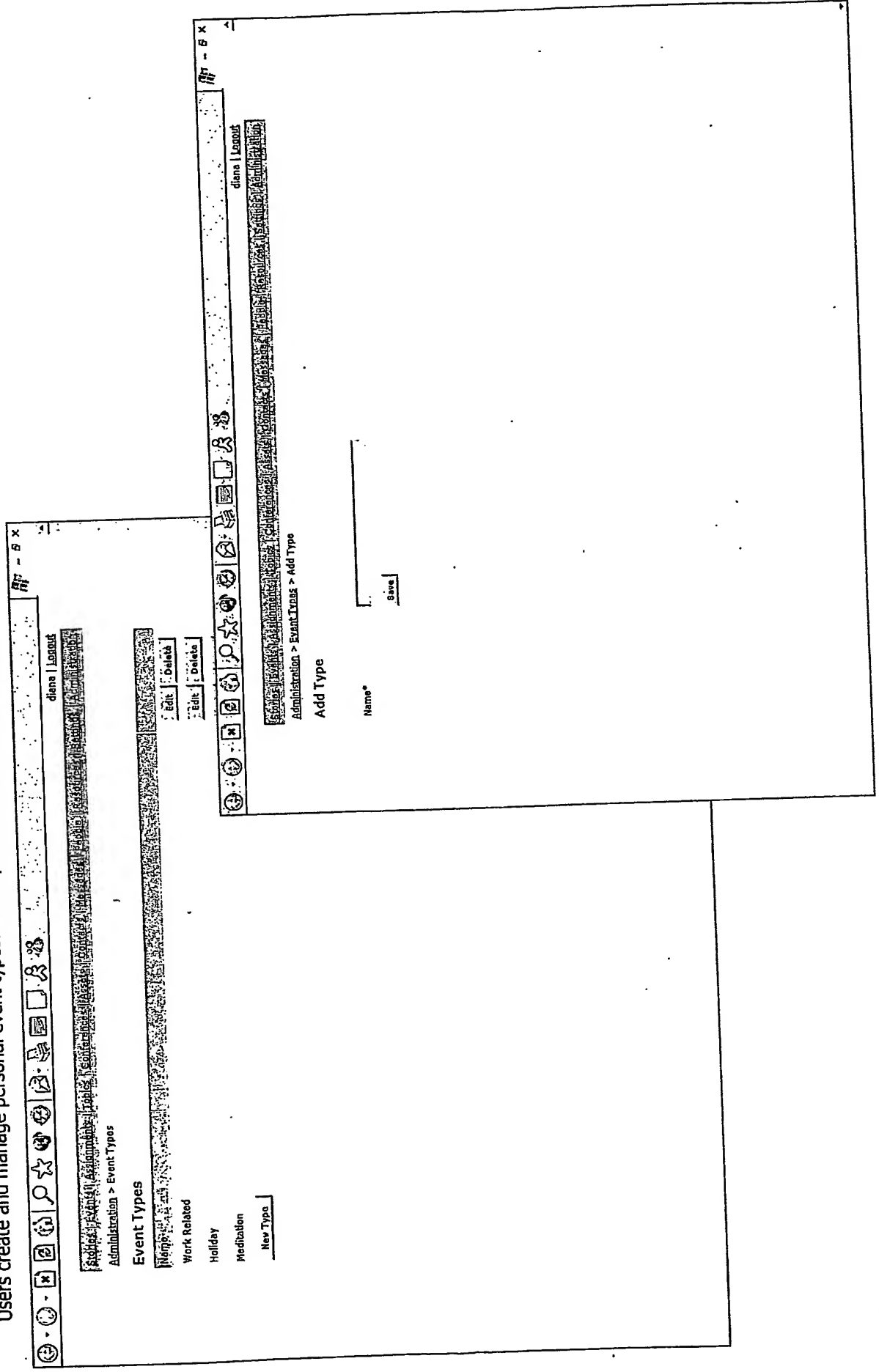
# Screenshot 25.0: Create Resource Categories

Administrator creates and manages resource categories here. Resource categories are used to classify newsroom equipment.



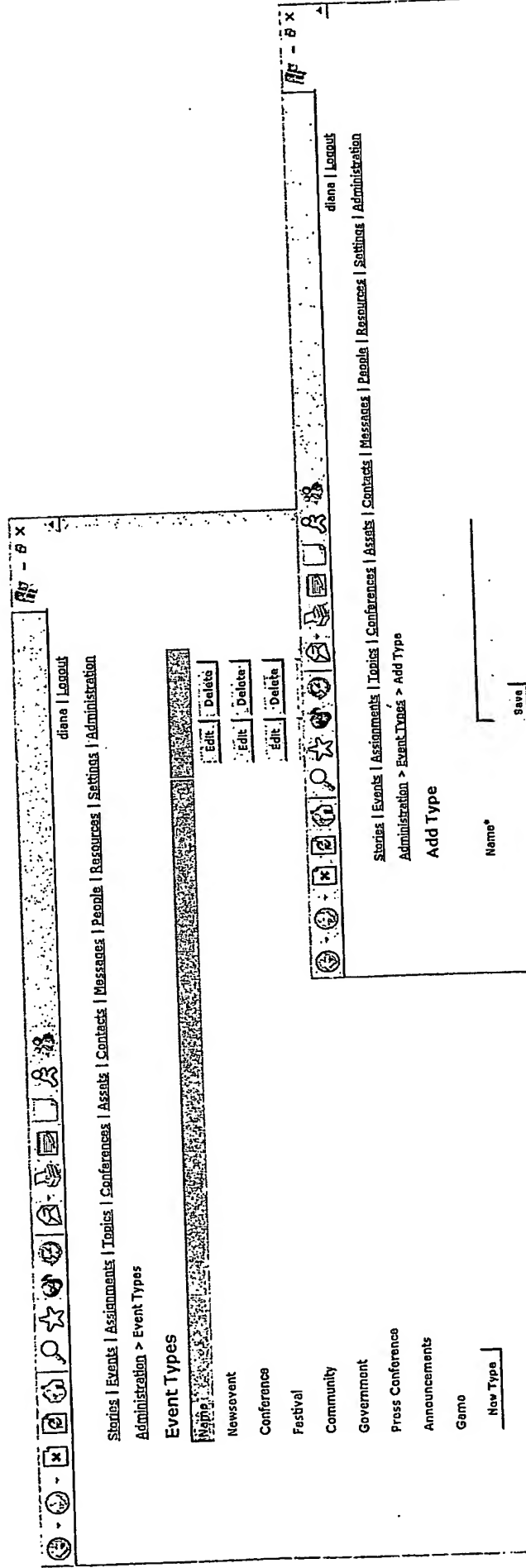
### Screenshot 26.0: Personal Event Types

Users create and manage personal event types. These personal event types are used to classify events on an individual's My Calendar.



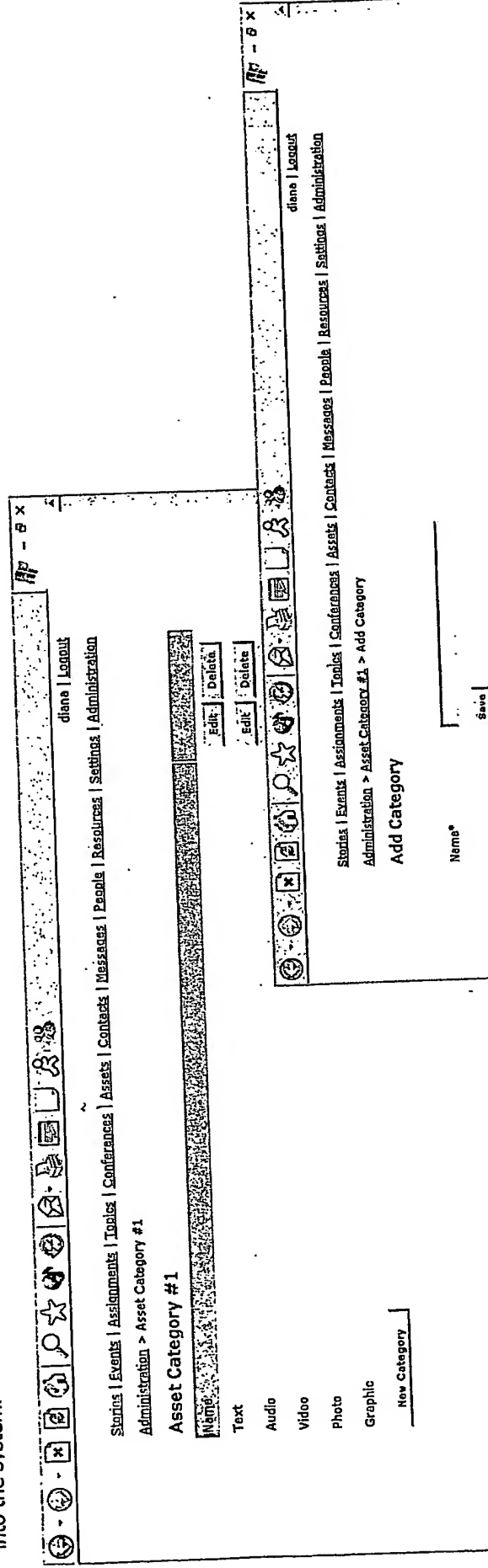
### Screenshot 27.0: Event Types

Administrator creates and manages event types here. Event types are used to classify events on the News Event Planner Calendar.



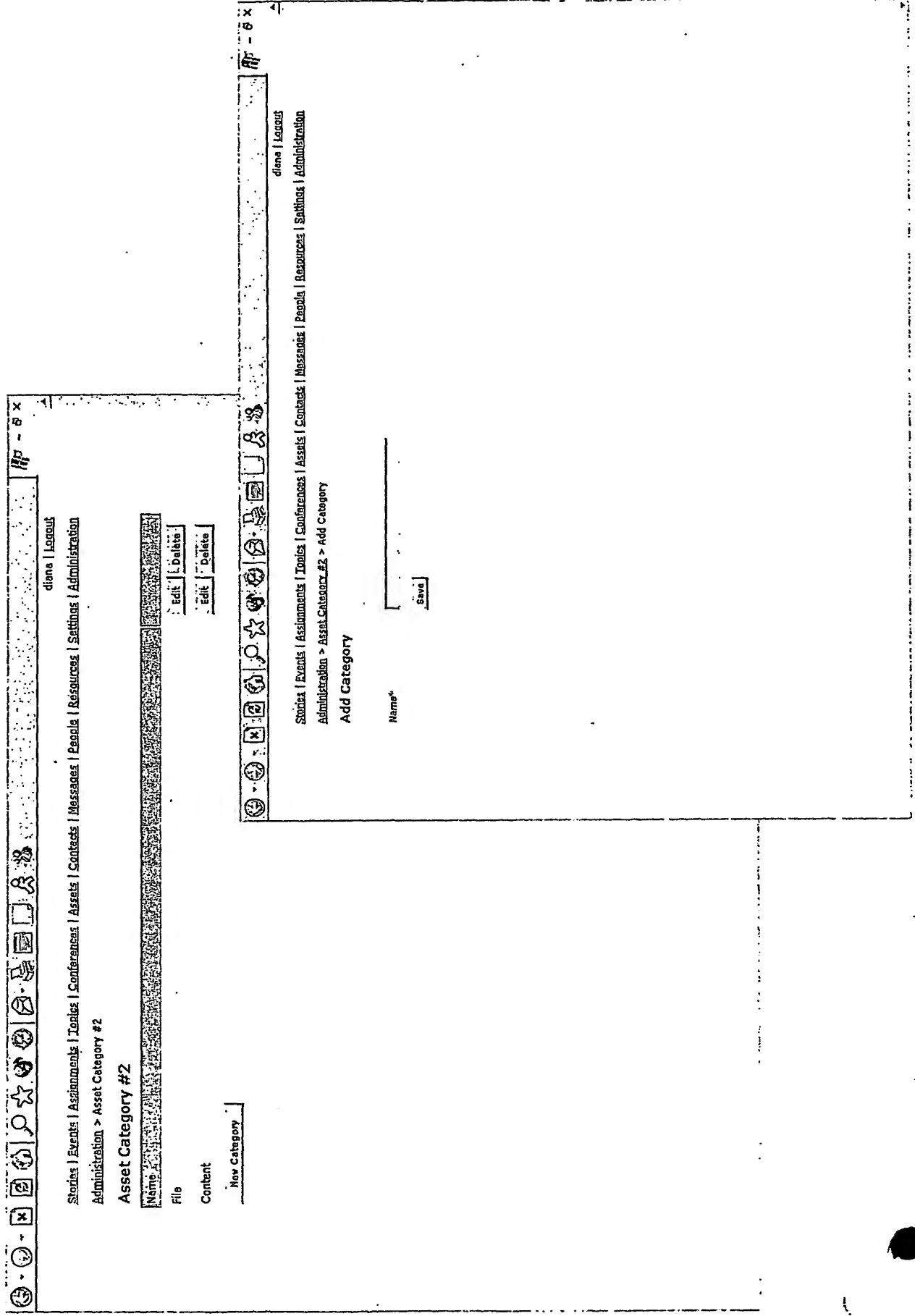
### Screenshot 28.0: Asset Category #1 -- Asset Metadata

Administrator creates and manages metadata for files and content in the system. Asset categories are used to classify "assets" uploaded into the system.



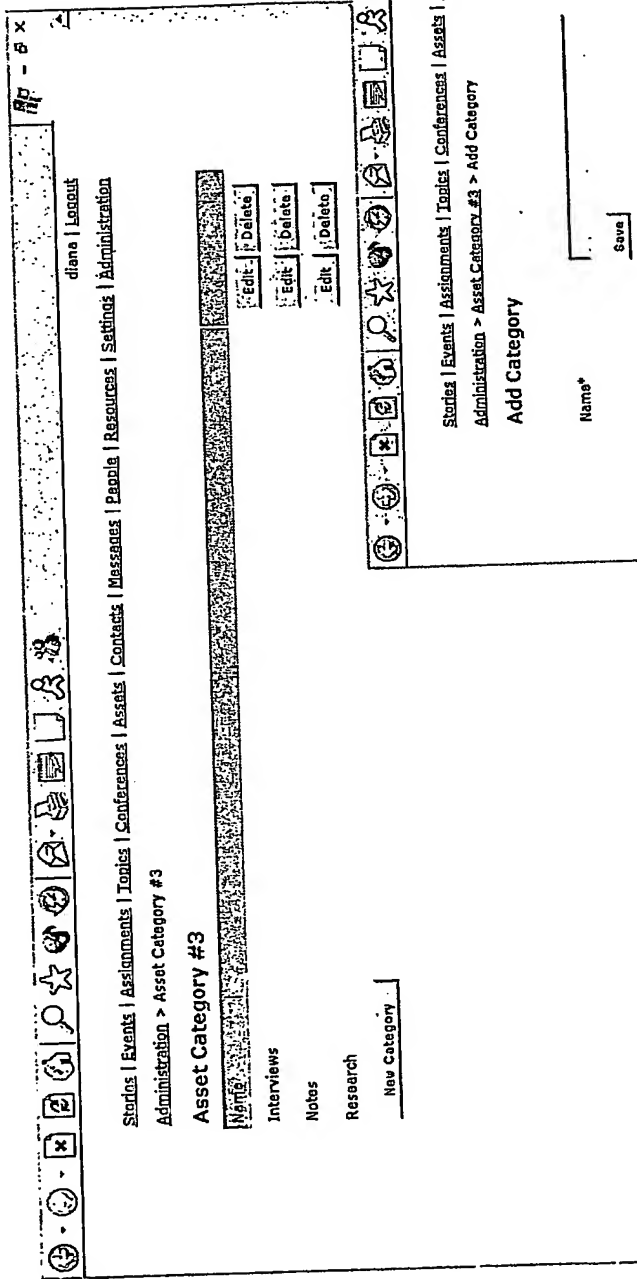
### Screenshot 29.0: Asset Category #2 -- Asset Metadata

Administrator creates and manages metadata for files and content in the system. Asset categories are used to classify "assets" uploaded into the system.



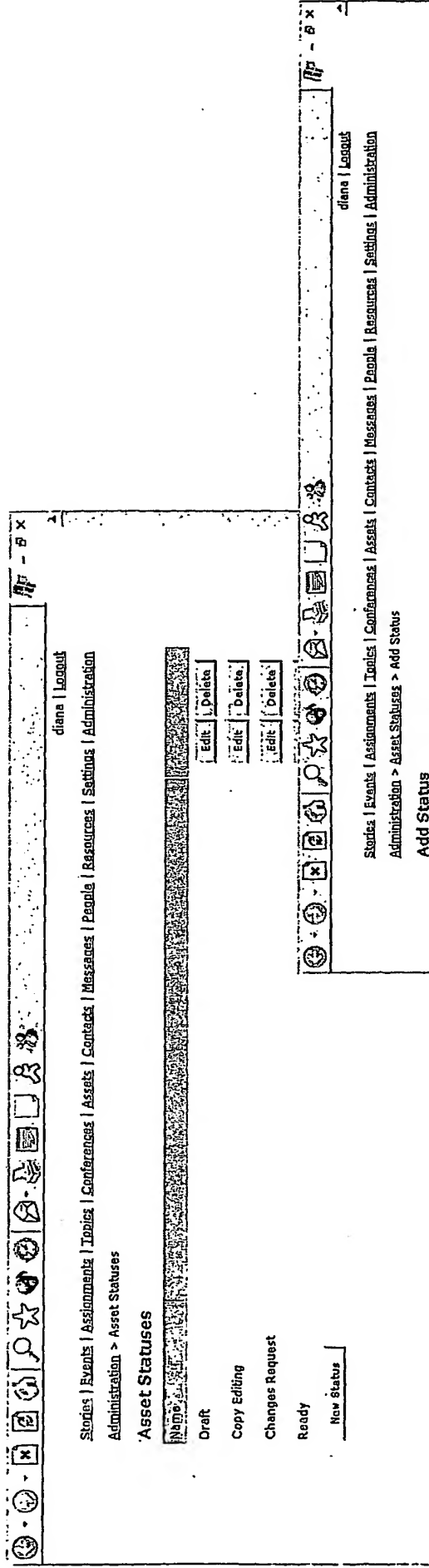
**Screenshot 30.0: Asset Category #3 – Asset Metadata**

Administrator creates and manages metadata for files and content in the system. Asset categories are used to classify "assets" uploaded into the system.



### Screenshot 31.0: Asset Statuses

Administrator creates and manages asset statuses for files and content in the system. Asset categories are used to signal which stage of preparation in the editorial workflow are the "assets" that are uploaded into the system.



## Management Reports

Control Tower enables Chief Editors to export/run reports to obtain the following information:

- Percentage of resources (i.e. Journalists) devoted to a particular story
- Number of assignments related to a story
- Percentage of overall assignments related to a story
- Number of journalists devoted to each topic
- Number of outlets running the topic
- Number of assignments submitted past deadline
- Number of assignments undertaken by one particular journalist
- Number of holidays taken by one journalist
- List of all foreign assignments
- Average delay between acceptance and delivery of an assignment for a specific user
- Average delay between the issuing of an assignment and the confirmation for a specific user

These reports should be adjustable for all outlets/all programs/editions down to the very finite, one section of one edition, or a report for one staff member.

Managerial staff members will be granted access to the management reporting feature. They will click a button in their Nav bar entitled "Reports" and will be presented with a page similar to the Advanced search functionality. The information he/she has selected can be exported to an Excel Spreadsheet and the user can then manipulate the information outside of Control Tower.

## Integration

In order to be commercially competitive, Control Tower is able to integrate with existing editorial systems, and make use of standard newsroom tools such as Microsoft Outlook.

### Integration with Microsoft Outlook

Control Tower may integrate with Outlook for the management of source contacts and the sending/receiving of system related e-mail. Outlook may be used for sending and reading messages related to assignments.



When a client selects this option, users can open their Messages page, and instead of the CT webmail they may directly open their personal Outlook.

Outlook will also be used from the CT StoryBuilder to send messages. The process is as follows:

- User selects recipients of message
- User clicks on "compose" and launches Outlook
- Recipient field prefilled with selected recipients
- Copy field filled with generic @ct.com address
- Subject line will be filled with the slug of the assignment (allow the CT central e-mail box to redistribute messages to the appropriate assignment)
- Rules:
  - Single recipients will receive message directly to their personal Outlook and message will be copied onto the StoryBuilder page (all messages sent and received will be recorded in the StoryBuilder page)
  - Replying to a message sent from CT to Outlook will place address mail@ct.com in the recipient, to reply to an individual the user will add the individual address
  - To keep a message private a user will merely remove the @ct.com copy

Integration with Outlook also enables a user to copy a contact created in Outlook into CT manually. This can either be done into SourceBank or into People. This copying can only be done in one direction (i.e. from Outlook into Control Tower). Therefore, in order to give users tools to ensure data integrity a report to be generated upon demand, which lists all source contacts, modified in CT since the users last log in on the source page with the initial of the user who modified them in CT.

Control Tower also enables users to copy and paste events from Outlook into CT.

## **XML**

The addition of XML to the Control Tower system may also be provided.

## **Integration with Editorial Systems**

Control Tower may communicate with existing editorial systems and tools to avoid onerous data entry. This is important in relation to the finished files (as Control Tower will not deal with content management).

There are at least three possibilities for integration of CT with another Editorial system:

- Interfacing Control Tower with another application at the database level
- Accessing Control Tower through another editorial system (via a button)
- Integrating Control Tower completely into another editorial system

A two-way communication between Control Tower and production systems may be necessary: opening the production system from an assignment and, inversely, adding a new assignment to Control Tower from the production system. This will help avoid double data entry, and will ensure the timeliness of information.

Links to external production applications (like Microsoft Word, Adobe Photoshop) may also be made from within Control Tower. These applications would not "live" within Control Tower, they would be merely opened from within CT and files would still need to be uploaded.

A content repository may be provided where users can file the final content to be sent automatically to a content production system. This repository will be different than the "file" repository where users will add research, interview notes etc. to be shared between all assignment users. The content repository may have metadata that is shared between one or more systems enabling searching for files

All of these integration possibilities are possible and therefore Control Tower has been developed with the aim to facilitating these possibilities as smoothly as possible.

## **Additional Features**

The following features may also be provided in the CT system.

### **Management Reports**

Reporting Tool for event coverage and percentage of each edition devoted to a particular region

Accounting = ability to record and report on expenses per story project/assignment

Budgeting = cost of each story built into the departments budget.

Personnel = ability to report on and record staff holidays in addition to time spent on an assignment, etc.

### **Human Resource Management Features**

As with the management reports, this is an area for further research and refinement. Vacations, work schedules, work travel should be able to be imported from a human resource management application

Ability to report on overtime spent on a story/assignment

Ability to create and diffuse staff rotas

### **Research Engines**

Finding Information is one of the key activities of the newsroom and is a potential area for automation. Powerful research engines which automatically search archives, Internet, CT, etc. may be provided with regards topics or advanced searches. Autonomy is one search engine.

### **Wire Trackers/External News Sources**

Integration with external newsfeeds (products like Rapid Browser), wire trackers etc. may be provided, enabling users to locate news items and add them seamlessly to their agendas, conferences, assignments (e.g. research), and calendars.

### **Integration of Freelance Sources & Rights Management**

The freelance and rights management module enables Control Tower users to integrate external freelancers and management of freelance content material directly into the Control Tower system.

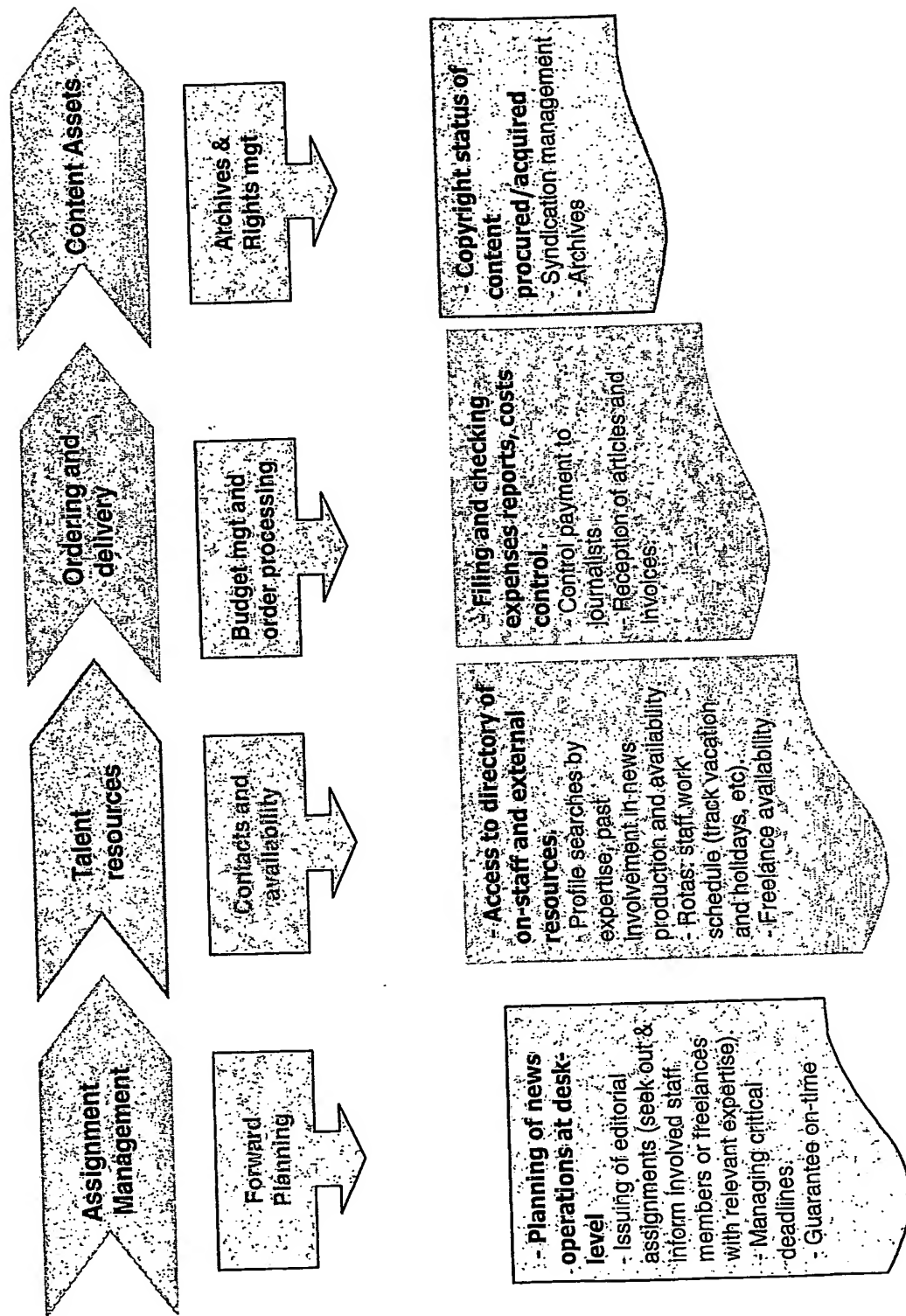
The new module may incorporate several modules of the original correspondent.com to allow editors to view journalist profiles, commission articles from the journalists, manage the commissioning process, handle syndication and rights issues automatically (using the technology developed for correspondent.com). Editors will even be able to add their own list of freelancers to the system to manage all external sources in one place (i.e. a company's sources and the editor's personal freelance contacts).

The new module may integrate several features based largely on existing correspondent.com functionalities:

- Filing & checking expenses reports etc.
- Control payment to external sources (i.e. freelance journalists)
- Reception of articles
- Access to directory of on-staff and external resources
- Profile searches by speciality, expertise and past involvement in news coverage, production, etc.
- Copyright status of content procured / acquired
- Syndication management

**Figure 1.0: Freelance and Rights Management Module**

The key features of the new module are summarized by the four major sections shown here: assignment management (intersects with the Control Tower system here), Talent Resources (i.e. journalists and external sources), ordering and delivery (manages the negotiation process between editor and journalist as well as administrative details) and content assets (managing and archiving material, including copyright management, acquired from freelancers).



### Talents Data Base (Journalist Directory)

A Journalist Directory that would enable editors to find freelancers matching specific interests.

Search by

Total of Independent Journalists signed up worldwide with correspondent.com: 766

First Name

Last Name

Primary Work Location -

Country

Primary Work Location -

City

Primary Work Location -

State

(If within the United States)

Geographical Area Covered

To select multiple options, hold the Control (Ctrl) key while you click on an option.

Other Geographical Area Covered

Main Area of Expertise

AFRICA  
AMERICA (Central/Caribbean)  
AMERICA (North)  
AMERICA (South)  
ANTARCTICA  
ASIA (Central)  
ASIA (South East)  
AUSTRALIA/PACIFIC  
EUROPE (Eastern)  
EUROPE (Western)  
INDIAN SUBCONTINENT  
NORTH AFRICA/MIDDLE EAST

ARTS & ENTERTAINMENT  
BUSINESS & FINANCE  
ECONOMICS  
GENERAL INTEREST  
INDUSTRY

### Content Database content management system

Article management is also possible and will manage all articles/ photos acquired from freelance sources.

Search by

Containing Keywords

Help

Article Type

Region

Story Type

Category

To clear your selection, press the Control(Ctrl) key and click on the highlighted selection.

Sub-Category

To clear your selection, press the Control(Ctrl) key and click on the highlighted selection.

Filing Location -

Country

Filing Location -

City

Filing Language

To select multiple

ARTS & ENTERTAINMENT  
BUSINESS & FINANCE  
ECONOMY  
GENERAL INTEREST

English  
French

### Assignments Management Feature (Journalists' Proposal)

Enter your specific events coverage needs and communicate the assignment to the most suitable resource.


Here are the full details of the proposal posted by a correspondent.com journalist.

Proposal Details	
Description	Scottish Shellfish farming: (oysters, mussels and scallops), the issues surrounding it in late February, following the animals from their underwater habitat to the plate.
Start Date	21 Feb 2002
End Date	15 Mar 2002
Location	London, United Kingdom
Category	LIFESTYLE & LEISURE
Sub-Category	Adventure

Journalist Details	
<a href="#">View Profile</a> <a href="#">Contact this Journalist</a> Louise Murray Text Journalist Article Length Range Article Price Range Delivery Date Other Info	800 - 2000 240.0 - 600.0 20 Mar 2002 photos available

Journalist Profile	
Louise Murray Photo of Journalist (if provided)	Text Journalist 
Primary Work Location Geographical Areas Covered Main Area of Expertise Other Expertise Main Written Language Other Working Languages CV	London, United Kingdom AUSTRALIA/PACIFIC ASIA (South East) Arctic, GENERAL INTEREST / Wildlife, Popular Science/ Marine English Specialising in the wider aspects of the natural world, Louise's features and photos have been published around

## Technical Requirements

### General Overview

The Control Tower is based upon the latest Internet technologies and provides a highly flexible global newsroom workflow solution.

Powered by a light but powerful MySQL database running on Sun Solaris servers the Control Tower can be accessed 24/7 across the world by any number of selected remote users as well as being highly available for a newsroom's internal staff.

Independent of the nuances of operating systems the Control Tower will perform equally on both Macintoshes and Windows PCs, or a mixture of the two.

All CT modules may be written using PHP 4.2, and the Graphical User Interface utilises CSS and HTML 4.0.

Access to the system may be provided by logon and password using your favourite Internet browser (min required IE 4, Netscape 4.xx). Additional security can be gained from local installations, firewall configurations and the use of SSL technology.

### Recommended Server Configuration

A server configuration suitable for the CT application would be a server with:

Processor: Intel Pentium Processor at 1GHz or higher

Memory: 512MB or more

Hard Drive Configuration: Redundancy Drives (which would ensure reliability in case of hardware failure of some of the hard drives). Additional Power Supply would increase the server reliability.

Operating System: Linux

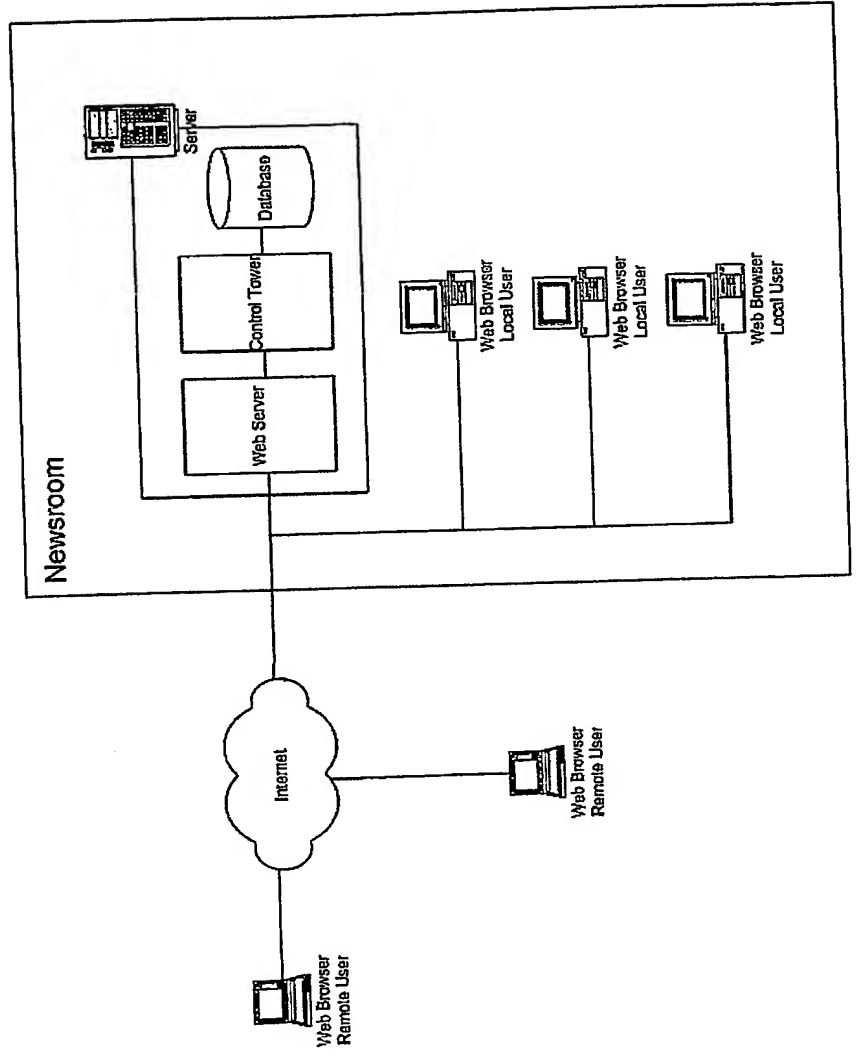


## Diagram 1.0: Control Tower Server and Database

The Control Tower application may be deployed in one of two ways: residing on centrally located servers and accessed via the Internet by users at the client organisation, or deployed locally at the client's application to run on the client's LAN/WAN Infrastructure. In both scenarios remote users with proper security authorisation will be able to access the system.

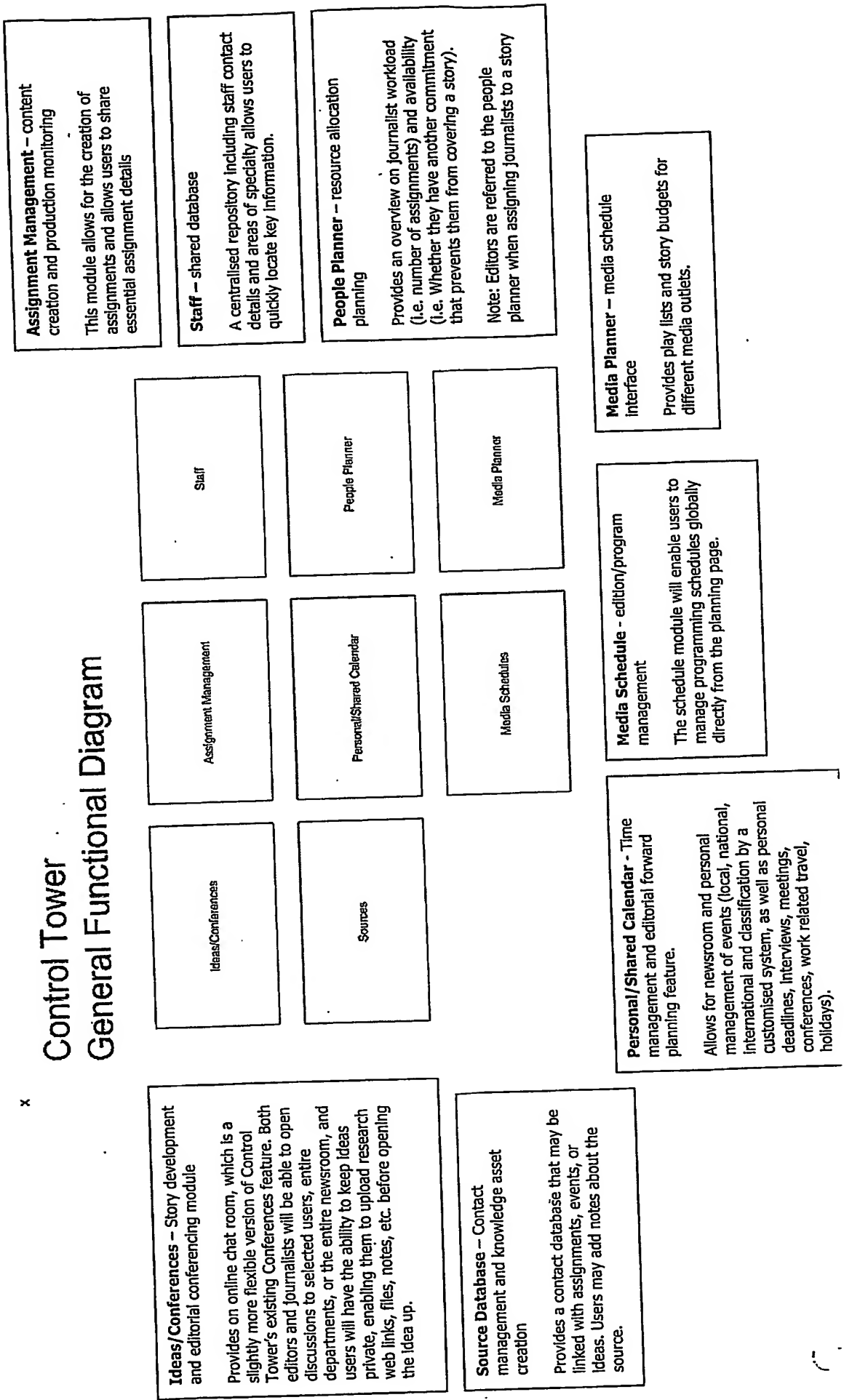
x

### Control Tower



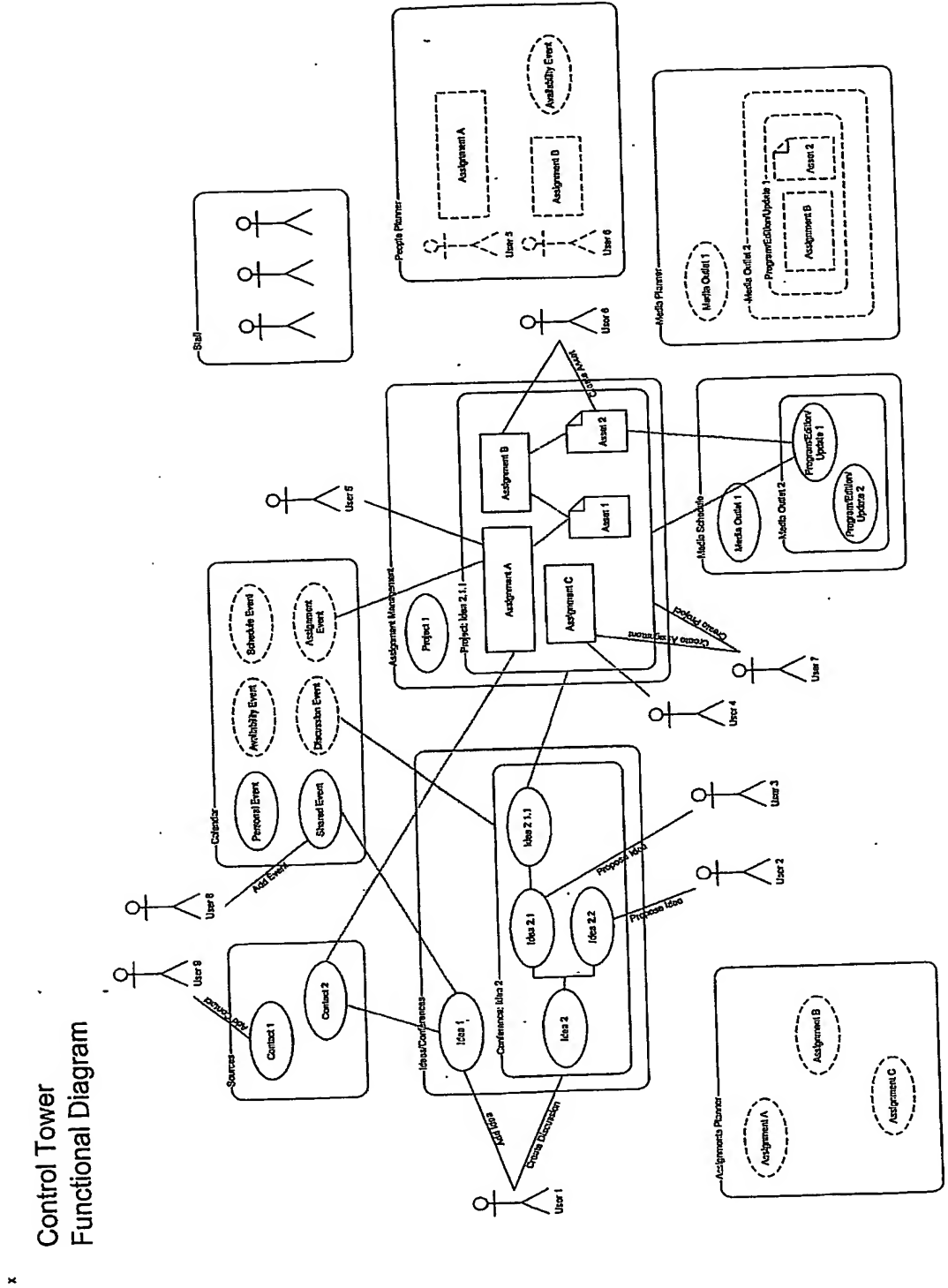
## Diagram 2.0: Control Tower Core Functionality

Control Tower may be broken down into 8 interconnected modules, described in the diagram below. These modules describe an alternative implementation of the system.



## Diagram 3.0: Control Tower Modules

The connections between Control Tower's interconnected modules are described in the diagram below. Note: there may be slight variations from the commercial system.



## Competitor Analysis: Preproduction/Content Management Systems

Newsroom management/software systems may be broken into four main categories: production applications (those dealing with pagination [newspapers], program line-up and diffusion [broadcast], etc.), content management applications (those that track the flow of digital content – usually specific to a particular media format - throughout the system), archiving systems, and preproduction/workflow management.

Control Tower falls within the preproduction/workflow category. In comparison to other editorial systems, Control Tower is positioned earlier in the editorial value chain and thus provides planning, workflow management, and resource overviews for a variety of media format.

## Identified competition

### Net Linx: NxNews

NxNews is an enhanced Lotus Domino soft reformatted as an editorial management tool for Newsrooms. NxNews provides workflow tools such as Desks, Baskets, application-definable routing tables and the ability to capture often-used functions to assign them to a menu bar. An Editorial Agenda Manager, Free-text searching linked to NxNews databases and a wire database are also provided.

Integrated XML Element Tagging tool functionality allows tagged elements (headlines and text) to be transferred to systems that understand XML tagging scheme (pagination systems). The product is browser enabled and remote accessible.

### Unisys: Hermes

Hermes manages content, presentation and workflow. It covers six keys areas:

- **Idea Proposals** - allows correspondents and contributors to share ideas freely.
- **Assignment Management** - gives the media organization a one-stop shop where users can review individual and group assignments at a glance.
- **Project Management** - a project is matched to a subject story or a particular event, about which the Editor has decided to do some work.
- **Event Manager** - provides a flexible system of alarms that give people advance notice and critical dates and deadlines.

- **Resource Management** – should be used to monitor the use of both physical and human resources.
- Management Reporting** - reporting, overtime, the information gathered using the Cross Media Planning tool can be reported in several formats.
- Hermes contains also a variety of design, editing and content sharing tools.

### **EidosMedia: Methode**

Methode provides integrated workflow management and XML-based publishing systems. The product allows cross channel publishing, feeding tailored content for Web servers, print systems and broadcast TV. It also streamlines and automates the repackaging and repurposing for delivery through diverse distribution channels.

### **NewsEngin Inc: My Newsengin**

The focus of NewsEngin is to help newsrooms deploy smart tools to gather and publish the news.

My NewsEngin provides newsrooms with customisable workflow, from inception to publication for all editorial material (stories, photos and graphics). It provides also a destination neutral database from which the newsrooms can publish directly to newsprint, the Web or handled devices. Optionally a module can integrate QuarkXpress for pagination. A Source Tracker that allows users to share selected sources across the newsroom is available.

### **Tera: GN3**

Tera has been providing technical innovations within the publishing industry for over a decade.

GN3 is Tera publishing system. The product is based on a data centric design; data are accessed through a central database. A remote access is also available. GN3 provides an integrated archive system. A layering feature divides pages into virtual layers. Each GN3 page can 'share' common editorial components and have unique edition based areas for localised advertisements and editorial.

### **CCI: Newsgate**

CCI NewsGate focuses on optimising the creation and management processes for content throughout the entire news publishing life cycle and value chain.

CCI facilitates the co-ordination of the entire publishing process. It incorporates "multiple channels" and enables content management. A human resources feature increases the mobility of news gatherers and the use of people and information across all platforms improves staff efficiency.

### **Protec: Millennium Cross Media**

Millennium is an open, modular and integrated environment for the management and production of publishing and advertising contents. Millennium proposes a suite of modules for Management, Organization, Design, Editing and production of editorial material.

## Summary of Competitors

The following chart compares Control Tower's functionalities with the competition. It highlights the differences between CT intrinsic characteristics and competitors' similar functionalities.

Control Tower		Main Competitors				
CT feature type & functionalities	Name	NetLinx - Nx News	Unisys - Hermes	EidosMedia - Méthode	News Engine	Tera - GN3
MEDIA NEUTRAL	Print	X	X	X	X	X
	Web	X	X	X	X	X
	Radio			X		
	TV	X		X	X	
	Wireless		X			
PLANNER	All Planners		X	X		X
	Cross Media Planner		X		X	
	People Planner	X	X	X	X	
	Assignments Planner	X	X	X	X	X
FILTER	Story Tracker		X		X	
	Information Filters	X		X	X	X
	Department Overviews		X	X		
MESSAGING & CONFERRING TOOLS	Online Conferencing		X		X	
	Intranet Messaging	X	X	X		X
SHARED INFORMATION	Assignment Details		X			
CT feature type & functionalities	Name	NetLinx - Nx News	Unisys - Hermes	EidosMedia - Méthode	News Engine	Tera - GN3
CUSTOMISABLE SETTINGS	Personal Profile					

[illegible]



The following chart summarises the strengths and lacks in competitor products:

Comparative Analysis: Strengths/Weaknesses					
	NetLinx - Nx News	Unisys - Hermes	EidosMedia - Méthode	News Engine	Tera - GN3
Additional Features provided by competitors		Syndicated content exchange Receives wire stories and photos		Integrates Pagination tools Photo tracker Graphic Tracker	
	News Calendar / Events Manager Assignments alert by pagers, mobiles, PDA Often used functions	Production & Post-Production tools integrated News planner / Event calendar Reporting Module	Uses XML system Pagination soft integrated Tracking modules Automates reuse	Quark compatible editorial front end Agenda Story budget	Integrate Picture desk Layering tools Developed in XML
				Reliable / Complete solution Price Works with well established publications (Boston globe group)	Ease of Installation. Scalable Low cost maintenance Integrates 3rd party components
Strengths	Built on powerful Lotus Domino System Easy and quick to install	Cover the whole value chain into editorial soft since '74	Scalability Pre & Post Production tool Uses SolumbergerSema as integrator		
Weaknesses	Does not cover Radio and Wireless medium No cross media planner / general overview	Install implies adapting the entire P <sup>e</sup> system Investment involved Advanced prototype stage	Takes months to install and integrate Still in development 5 years to show significant cost reduction Preliminary investment		Designed for Print and web only No human resources tools provided

CT Comparative Ad					
NxNews designed for Web and Print	Pre-Production point of view: CT provides a comparative range of functionalities but at a significantly lower cost.	Ease of Installation / Ready to use	CT provides human resources management features	CT Integrates Human resource management tools	
CT is media neutral	Ease of Installation	Human Resources management tool	CT has all Nx features plus more, included in a single product,	Provides a Source database	
CT provides a "shared database"	Ready to use	Simplicity			
Time and resources key factors of success-	Significant results within a short period of time	Cost			

## Advantages of Control Tower

The previously described systems providing editorial content management solutions for newsroom show a number of disadvantages. Some of them, as NxNews or GN3, have been designed as bi-media tools, handling Print and Web medium and forsaking TV, radio and Wireless medium. They cannot be considered as "total" cross-media solution as they cover only a part of a global converging strategy.

Moreover, Hermes, Methode or Newsgate solutions are difficult, expensive and time consuming to implement and integrate. Such solutions are addressed to a specific segment of the industry: the major Media groups which have the resources to support investments in terms of finance, time and personnel. In addition most media companies are feeling the effects of an advertising revenues drop down. Thus, many companies are looking for inexpensive and ready to use solutions. Products as Hermes, Methode and Newsgate take months to install and years to show significant cost reduction.

A company like NewsEngin provides an interesting, flexible solution. Yet, the general functionality of the product suffers a poor interface, and an unfriendly working environment. Control Tower is a totally media independent, inexpensive and ready to use solution, built into an intuitive and user-friendly interface.

Simplicity of use is the defining characteristic of Control Tower. The concept guiding this newsroom management tool – that opening communication lines in the newsroom is fundamental to success is today's changing market – is basic. Yet other newsroom systems fail to incorporate this basic principle and the result is disparate production teams, production systems, and general disorganisation in the newsroom.

Control Tower breaks converging newsrooms down into basic, desk level (i.e. departments) units organised not around media type but around subject area (e.g. News, politics, etc). In addition, Control Tower operates independently of media-specific production systems and thus can track the flow of information throughout the newsroom in any content format. The combination of these two factors is a "quiet revolution" for the newsroom. Where the news industry has tended to separate different media formats as distinctly different professions (working for a newspaper is remarkably different than working for a television station, for instance), Control Tower helps to bridge these divides and help newsrooms truly "converge" while working more efficiently.

Control Tower offers a solution to manage a media-independent workflow, human resources and assignments. It is positioned earlier in the editorial value chain, which allows it to respond to the changing demands of newsrooms: demands that are becoming much more cultural rather than technological.

### **Main Points**

- Media-independent
- Preproduction workflow management
- Multimedia output overviews and department overviews
- Editorial communication support
- Knowledge Sharing: Source Database and tracker
- File linking system

### **Media Independent**

Owing to the fact that the production process behind different media – preparing for television broadcast vs. preparing a printed product - other editorial systems on the market specialise in one or two (generally newspaper and web) media type.

Competitors such as Nx News, Unisys or EidosMedia, for instance, integrate pagination solutions to cover an additional stage in the production process. In doing so, they offer a formatted solution for a specific medium such as print or web, consequently restricting usage to a specific media format.

CCI Newsgate, whose product is currently in prototype, plans to offer a fully integrated system that can support all media format for any platform distribution. However, it still remains a prototype, and as far as it has been revealed, CCI Newsgate has only be implemented into Print and Web medium.

This is not the case with Control Tower. Based on the idea that a converged newsroom needs enhanced editorial cooperation in order to make the best of newsroom resources, Control Tower manages the flow of information, programming schedules and edition deadline, and plans for output in any media type. Control Tower does manage content directly – instead it tracks newsroom files allowing the production teams to view the scheduled programming times, access the digital version of the product and prepare for final diffusion.

### **Pre-production Workflow Management**

Control Tower positions itself much earlier in the editorial value chain than other newsroom systems. Control Tower deals with the development of story ideas and the allocation of newsroom resources.

Collaborative features such as online conferencing permit editors to invite story angles and ideas from all journalists in the newsroom so that no story angle goes unexplored. Assignment details including editorial brief, content format, assigned journalist, messages, and files are centralised in one place so that all users are working from the same “page”. Journalists and editors can upload research and interview notes into the system in order to ensure that important information does not go astray.

In the Control Tower system, personnel management plays an integral part of the preproduction process. Journalists are the core content creators. Not only allowing users to control more efficiently their workflow, and suggest ideas for story coverage, Control Tower provides a powerful tool to manage the work force. CT helps you to plan what you want, and tells you how best to get it.

*Méthode, GfN3 or News Engin* offer a solution based on the flow of information relative to the “content” creation, they are highly focused on the material but not on the human resource.

CT does not only give you the tools to organize better your content planning, it also gives you the ability to point out accurately who is the most qualified journalist for the job and the ability to check an exhaustive source of relevant personal information related to the journalist, availability, contact details, etc. No such merger of both content and human resources has been identified in other vendors' systems.

In addition, users may create or edit their personal contact details, photos or general profile gaining greater control over their user identities in the system, and also ensuring a greater reactivity to changes in personal details. Such functionality has not been identified in any of the main newsroom systems.

## Multimedia/Department Overviews

Control Tower planners give overviews of entire newsroom's multimedia output across all/selected/individual media platforms. Because Control Tower has been designed to create story concepts and track assignment progress in a media-neutral environment, this workflow management system gives all users a synopsis of all newsroom activity regardless of distribution platform.

Department filters allow the user to "open" or "close" the Control Tower system to other departments in the newsroom. The user may select to see information from one specific department, multi-selected departments, all departments, or departments specific to the user. An additional filter ensures that users can choose to see only those assignments, conferences, etc. specific to him/her. This feature enables any user the ability to see what is occurring elsewhere in the newsroom and shift the information view on any page he/she is viewing.

### Story Details Page

The story details page within Control Tower allows users to track story coverage across all media outlets and content formats. Story coverage is thus managed as a comprehensive "project" and users can easily evaluate coverage given to a particular event across all media outlets.

This feature works by classifying assignments by "slugs" (a newspaper term for the designated "nickname" of newsroom assignments). This classification system groups similar assignments together under the same slug, even if the story angle is quite different. In this way, a user may follow the evolution of story/event coverage across different outlets simply by selecting a viewing a particular "slug".

## Editorial communication support

Control Tower starts with this basic principle: communication is at the heart of the newsroom. Where other systems follow assignments throughout production systems, Control Tower positions itself much higher in the editorial value chain and starts with the very creation of the story idea and follows as it moves towards final distribution.

In order to be effective Control Tower relies upon collaborative technology to improve communication in the newsroom. Online conferencing ensures that everyone has access to the day's editorial agenda, instant messaging ensures that editors and journalists may be in constant communication even remotely, and centralised assignment briefs allows all users to tap into the collective output of the media organisation.

## Source Tracker

Some products (NewsEngin, GN3, Méthode...) competing on the Editorial content management market provide a reuse of content through archiving and classification options. CT allows, in addition to efficient archiving options, to build, reuse and share in-house knowledge. Control Tower's "Source Database" and the "Source Tracker" features offer a centralized database that allows users to share and record editorial contact information, or locate quickly editorial contacts/experts in relation to a particular subject.

The source database takes on a whole dimension within a cross-media organization, where a synergy of all different media sources centralized into one in-house database is going to be created, fed and updated by individuals from a variety of disciplines.

Control Tower's source tracker, on the other hand, locates editorial contacts/experts in relation to a particular subject allowing users to generate "in-house" leads. Unlike other editorial databases, however, this is a database that is continually updated and added to by the organisation's own employees. The source tracker allows users to search for sources in relation to assignment key word:

To use this feature, the user enters a keyword into the source tracker. The tracker then searches through all relevant assignments that exist within the system and presents the user with a list of all assignments relevant to their query. The user selects particular/all assignments and clicks on "View Sources". Here he/she is presented with a list of all relevant sources with an expertise in the required subject area.

The following table summarises the unique features of Control Tower:

Feature	Other Similar Systems	Control Tower
Media Independent	Tailored to one or two media types	<ul style="list-style-type: none"> <li>Manages the flow of information in the newsroom regardless of the final destination</li> </ul>
Preproduction workflow management	Manages the production workflow i.e. the interaction between production system Deal with content rather than resource allocation	<ul style="list-style-type: none"> <li>Aids users create and elaborate on story ideas</li> <li>Manages the preproduction workflow</li> <li>Human resource management</li> </ul>
Multimedia Overviews	Does not exist in other systems because other systems are	<ul style="list-style-type: none"> <li>Cross Media planner shows planned assignments for each program/edition</li> </ul>

	designed for only one or two media platforms	
Department overviews	May have other ways of enabling department information sharing	<ul style="list-style-type: none"> <li>➤ A simple filtering system others users to "open" or "close" the CT system to the rest of the newsroom</li> <li>➤ They may view just personal items, personal departments, multi-select individual departments, or see activity in all departments</li> </ul>
Story Trackers	May have other ways of enabling story tracking	<ul style="list-style-type: none"> <li>➤ Tracks stories by "slug" to allow users to manage multimedia story coverage as a comprehensive "project" and to evaluate coverage given to a particular event/subject area</li> </ul>
Source Tracker	May have other knowledge classification schemes	<ul style="list-style-type: none"> <li>➤ Searches for sources by assignment keyword and generates a list of sources related to relevant assignments existing in the CT system</li> </ul>

## Conclusion

Control Tower is unparalleled by any newsroom system because of its unique position in the editorial value chain and because it is a media neutral management tool that allows media organisations to prepare for coming multimedia news operations.

Control Tower differs from other solutions by providing all essential tools from the sharing of ideas, to the assignment organization and progress monitoring, with necessary research and classification of sources and story features, and efficient overview windows to manage human resources and the content flow in a cross-media environment. All these tools are essential to this early stage of the editorial production value chain, and CT regrouped them into a unique user friendly, intuitive and ready to use interface.

In comparison, competitors such as NewsEngin or Protec, CT considers that knowledge management, human resource overviews and collaboration cannot be dissociated from the content creation process. Managing your journalists, your creative tool, cannot be considered as an optional module. Differentiating itself from Hermes or Methode solutions, CT integrates all the different but necessary tools in order to achieve efficiently the pre-production process, but does not intend to integrate any other part of the editorial value chain to the detriment of a media or another.

The centralisation of information, such as new sources and staff contacts, avoids duplication of data entry and allows the newsroom to generate powerful knowledge assets useful in creating future assignments. Constant, automatic monitoring of newsroom activity provides updates on story progress; human resource overviews provide editors with the information they need to make informed editorial decisions about story assignment.

Control Tower has been designed in consultation with industry experts to mirror the traditional editorial process: gathering and organising story ideas, assigning stories to appropriate journalists, and tracking deadlines. Control Tower is an essential part of any newsroom. This powerful management tool is a step above traditional production systems; it manages the flow of information between newsroom participants, production teams, and media outlets unlike any other newsroom computer application currently on the market.



## Appendix: Application Definitions

### Definitions

**User** – Any person who accesses the system

**Shared Space** – site feature enabling users to view data created by other users

**Personal Space** –site features displaying data the user him/herself has entered

**Newsroom** – organisational grouping of Departments and people who work together to produce content for one or multiple "Products"

**Departments** – an organisational grouping of people who work together to produce content around a particular theme, e.g. News, Sports, Politics

**Products** – media outlet responsible for distributing content produced by newsroom users e.g. Daily Telegraph, cnn.com

**Topic** – *title + description* – topic to be covered e.g. Enron

**Event** – title + description –event to be covered e.g. Wimbledon Tennis Match

**Story** – *title + description* – treatment of topic or event being covered

**Assignment** – *slug + brief + content format + assigned staff member + deadline* – task related to the production of content for the treatment of a particular story topic

**Team Member** – a newsroom user who has been assigned to a story, event, topic, or assignment

**Asset** – any file uploaded into the system – distinguished between content (i.e. material to be published/broadcast) and background material (i.e. information, notes, documents used in the product of the content)

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